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2014

Taurus

What's Important

Key Messages

- Taurus is the flagship sedan in the Ford showroom delivering confident performance, exceptional craftsmanship and innovative technology
- Offers standard features such as electric power-assisted steering (EPAS), Torque Vectoring Control and Curve Control for an even more confident, responsive driving experience
- With the available 2.0L EcoBoost I-4 engine, Taurus has an EPA-estimated rating of 32 mpg highway⁽¹⁾ while providing impressive horsepower and torque
- SHO is the seamless combination of breathtaking performance, outstanding craftsmanship, exhilarating driving dynamics and smart technology, all in a premium, sophisticated and innovative package with attitude

Key Features Overview

**2.0L I-4 and 3.5L V6
EcoBoost engines**
(pp. 10–12)

Electric power-assisted steering (EPAS)
(p. 17)

Remote Start System
(p. 37)

Heated steering wheel
(p. 40)

Active park assist
(p. 28)

**SYNC with MyFord
and SYNC with
MyFord Touch**
(pp. 31–36)



Lane-Keeping System
(p. 30)

(1) 2013 EPA-estimated ratings 22 city/32 hwy/26 combined mpg.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.



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Taurus

What's Important

2014

Taurus

New for 2014

Model Lineup

- No changes to the model lineup for 2014

Performance/Handling

- No new features for 2014

Safety/Security

- No new features for 2014

Comfort/Convenience

- New Driver Assist Package
 - Active park assist
 - Adaptive cruise control and collision warning with brake support
 - Lane-Keeping System
 - Available on Limited and SHO
- SYNC, standard on SEL, Limited and SHO
- Power tilt/telescoping steering column, standard on Limited and SHO
- Heated and cooled front seats, standard on Limited and SHO
- Intelligent Access with push-button start, standard on Limited and SHO; no longer available on SEL
- Lane-Keeping System, available on Limited and SHO
- Revised Equipment Groups and options for SEL and Limited

Quality/Reliability/Durability

- No new features for 2014

Design/Styling

- Ambient lighting no longer available on SEL
- New 20" machined and painted aluminum wheel design available on SEL, Limited and SHO
- Exterior colors added
 - Dark Side Metallic (BT)
 - Sunset Metallic (D7)
- Exterior colors deleted
 - Ginger Ale Metallic
 - Green Gem Metallic



2014

Taurus

Major Product Summary

The following pages indicate Taurus standard and available equipment. Each model adds to or upgrades the equipment of the preceding model, except where additions/exemptions are noted. Taurus is available in four models:

• SE • SEL • Limited • SHO

PERFORMANCE/HANDLING	SE	SEL	Limited	SHO
Active Grille Shutter System (2.0L EcoBoost I-4 and 3.5L Ti-VCT V6 engines only)	A	A	A	—
AdvanceTrac Sport mode with “true-off” setting	—	—	—	A
Brakes				
4-wheel disc	S	S	S	S
High-performance front brake pads	—	—	—	A
Drivetrain				
Front-wheel drive	S	S	S	—
All-wheel drive (N/A with 2.0L EcoBoost I-4 engine)	—	A	A	S
Engine				
2.0L EcoBoost I-4	A	A	A	—
3.5L EcoBoost V6	—	—	—	S
3.5L Ti-VCT FFV V6	S	S	S	—
Exhaust system				
Dual	—	—	—	S
Quasi-dual	S	S	S	—
Single, dual exit	A	A	A	—
Final drive ratio				
2.77:1 (3.5L Ti-VCT V6 engine; FWD)	S	S	—	—
2.77:1 (3.5L EcoBoost V6 engine; AWD)	—	—	—	S
3.07:1 (2.0L EcoBoost I-4 engine; FWD)	A	A	A	—
3.16:1 (3.5L Ti-VCT V6 engine; FWD)	—	A	S	—
3.16:1 (3.5L EcoBoost V6 engine; AWD)	—	—	—	A
3.39:1 (3.5L Ti-VCT V6 engine; AWD)	—	A	A	—
Spare tire				
17"	S	S	S	—
18"	—	—	—	S
Steering				
Electric power-assisted (EPAS) with pull-drift compensation and active nibble control	S	S	S	S
Sport-tuned EPAS	—	—	—	A
Suspension				
Independent MacPherson strut front and independent multilink rear	S	S	S	—
Revised sport-tuned	—	—	—	A
Sport-tuned	—	—	—	S
Strut tower brace	—	—	—	S
Tire Mobility Kit (takes the place of spare tire)	—	—	—	A
Tires				
P235/55R18 all-season BSW	—	S	—	—
P235/60R17 all-season BSW	S	—	—	—
P245/45R20 all-season BSW	—	A	A	A
P245/45R20 summer-only compound performance	—	—	—	A
P255/45R19 all-season BSW	—	—	S	S
Torque Vectoring Control	S	S	S	S
Transmission				
6-speed SelectShift Automatic with paddle shifter operation	—	—	—	S
6-speed SelectShift Automatic with thumb switch operation	S	S	S	—

S = Standard A = Available as a stand-alone option, part of a package or part of an Equipment Group — = NA

NOTE: The above information is an excerpt to be used with the **5/1/13** Taurus Dealer Ordering Guide. For the latest Dealer Ordering Guide, go to fmcdealer.com.

Taurus

Major Product Summary

2014

Taurus

SAFETY/SECURITY	SE	SEL	Limited	SHO
AdvanceTrac electronic stability control, Anti-Lock Braking System (ABS) and traction control	S	S	S	S
Airbags — dual-stage front, front-seat side and Safety Canopy System side-curtain	S	S	S	S
Alarm — Perimeter Anti-Theft	—	S	S	S
Belt-Minder — driver/front-passenger	S	S	S	S
Child safety locks — rear door	S	S	S	S
Curve control	S	S	S	S
Illuminated entry	S	S	S	S
LATCH (Lower Anchors and Tethers for CHildren) System (2) — rear	S	S	S	S
MyKey	S	S	S	S
Personal Safety System	S	S	S	S
Safety belts — height-adjustable with pretensioners (front)	S	S	S	S
SecuriLock Passive Anti-Theft System	S	S	S	S
SOS Post-Crash Alert System	S	S	S	S
SPACE (Side Protection And Cabin Enhancement) architecture	S	S	S	S
Tire Pressure Monitoring System (TPMS) (excludes spare)	S	S	S	S
COMFORT/CONVENIENCE				
12-volt powerpoints (3) — center stack, center console storage bin, rear face of center console	S	S	S	S
Accessory delay	S	S	S	S
Active park assist (N/A with SHO Performance Package)	—	—	A	A
Adaptive cruise control and collision warning with brake support	—	—	A	A
Armrest — rear center with 2 cupholders	S	S	S	S
Audio/Entertainment				
Additional instrument panel center stack channel speaker	—	A	S	S
Audio System from Sony® single-CD/MP3 with 12 speakers in 10 locations and 390 watts	—	—	A	A
HD Radio™	—	—	A	A
Single-CD/MP3 with 6 speakers, 80 watts and audio input jack	S	S	S	S
SiriusXM Satellite Radio	—	S	S	S
BLIS (Blind Spot Information System) with cross-traffic alert	—	—	A	A
Cabin air filter	S	S	S	S
Cargo net	—	—	S	S
Climate control				
Dual-zone electronic automatic temperature control	—	S	S	S
Single-zone manual with rear-seat heat ducts	S	—	—	—
Coat hooks (2)	S	S	S	S
Console				
Front center with armrest, storage and removable tray	S	S	S	S
Soft-wrapped	—	S	S	S
Cruise control — steering wheel-mounted	S	S	S	S
Cupholders (8)	S	S	S	S
Defroster — rear window	S	S	S	S
Door locks — power	S	S	S	S
Easy Fuel capless fuel filler	S	S	S	S
Floor mats				
Front/rear carpeted	S	S	S	S
“LIMITED” branded front	—	—	A	—
“SHO” branded front	—	—	—	S
Footrest — driver left	S	S	S	S
Glove compartment — locking, dampened	S	S	S	S
Grab handles (3)	S	S	S	S

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2014

Taurus

Major Product Summary

COMFORT/CONVENIENCE cont'd	SE	SEL	Limited	SHO
Headlamps				
Autolamp with wiper activation	S	S	S	—
Auto high-beam with rain-sensing windshield wipers	—	—	A	A
Halogen projector-beam	S	S	S	—
High-intensity discharge (HID)	—	—	—	S
Instrumentation				
Message center with trip computer	S	—	—	—
Message center with trip computer, outside temperature and compass	—	S	S	S
Intelligent 3-blink turn signal	S	S	S	S
Intelligent Access with push-button start	—	—	S	S
Lane-Keeping System (N/A with SHO Performance Package)	—	—	A	A
Lighting — exterior				
Light-emitting diode (LED) parking lamps	—	S	S	S
Remote perimeter	S	S	S	S
Lighting — interior				
Delayed accessory	S	S	S	S
Front dome/map	S	S	S	S
Rear dome/map	S	S	S	S
Mirror — interior				
Day/Night	S	—	—	—
Electrochromic auto-dimming rearview	—	S	S	S
Mirrors — exterior				
Driver memory	—	—	S	S
Dual power with integrated blind spot mirrors (integrated blind spot mirrors not included with BLIS)	S	S	S	S
Electrochromic auto-dimming driver-side	—	—	A	S
Heated	—	S	S	S
Security approach lamps	—	S	S	S
Moonroof — power	—	A	A	A
MyFord	S	—	—	—
Navigation System — voice-activated with SiriusXM Traffic and SiriusXM Travel Link Services	—	A	A	A
One-touch integrated start	S	S	S	S
Pedals				
Power adjustable, memory	—	—	A	S
Power adjustable, non-memory	—	A	—	—
Rear view camera	—	A	S	S
Remote Keyless Entry System with integrated keyhead transmitters (2)	S	S	S	S
Remote Start System	—	S	S	S
Reverse Sensing System	—	A	S	S
Seating				
Cloth	S	—	—	—
Driver 6-way power with manual lumbar/recline	S	S	—	—
Driver 10-way power with power lumbar/recline	—	—	S	S
Driver memory	—	—	S	S
Front 4-way adjustable head restraints	S	S	S	S
Front-passenger 6-way power with manual lumbar/recline	S	S	—	—
Front-passenger 10-way power with power lumbar/recline	—	—	S	S
Heated front seats	—	A	—	—
Heated rear seats	—	—	A	A

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Taurus

Major Product Summary

2014

Taurus

COMFORT/CONVENIENCE cont'd	SE	SEL	Limited	SHO
Seating cont'd				
Heated/Cooled front seats	—	—	S	S
Leather-trimmed	—	A	—	S
Multicontour front seats with Active Motion	—	—	A	A
Perforated leather-trimmed	—	—	S	—
Rear 60/40 split-fold-down seat backs	S	S	S	S
Rear fixed outboard head restraints with center adjustable head restraint	S	S	S	S
Unique cloth	—	S	—	—
SecuriCode invisible keypad	S	S	S	S
Steering column				
Manual tilt/telescoping	S	S	—	—
Power tilt/telescoping	—	—	S	S
Steering wheel				
Cruise and redundant audio controls	S	S	S	S
Heated	—	—	A	A
Storage				
Covered front console storage area	—	S	S	S
Driver/front-passenger seat back map pockets	S	S	S	S
Overhead console with sunglasses holder	S	S	S	S
Sun visors — sliding driver/front-passenger with dual illuminated vanity mirrors	S	S	S	S
Sunshade — rear power	—	—	A	A
SYNC with MyFord	A	S	—	—
SYNC with MyFord Touch	—	A	S	S
Taillamps — light-emitting diode (LED)	S	S	S	S
Universal garage door opener	—	—	S	S
Windows				
Power driver one-touch-up/-down	S	S	—	—
Power driver/front-passenger one-touch-up/-down global open	—	—	S	S
Windshield wipers				
Fixed interval	S	S	S	S
Rain-sensing	—	—	A	A
QUALITY/RELIABILITY/DURABILITY				
Battery saver	S	S	S	S
Intelligent Oil-Life Monitor	S	S	S	S
DESIGN/STYLING				
Ambient lighting	—	—	S	S
Badging				
“SEL” on decklid	—	S	—	—
“LIMITED” on decklid	—	—	S	—
“SHO” on decklid and side fender vents	—	—	—	S
Door handles, exterior — body-color	S	S	S	S
Door sill plates, front — bright metal inserts	—	—	S	S
Door trim inserts — color matched to seat inserts	—	—	—	S
Exhaust tips — bright dual	S	S	S	S
Exterior colors — premium				
Ruby Red Metallic Tinted Clearcoat (RR)	—	A	A	A
White Platinum Metallic Tri-coat (UG)	—	A	A	A

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Major Product Summary

DESIGN/STYLING cont'd	SE	SEL	Limited	SHO
Glass — solar-tinted	S	S	S	S
Grille				
Chrome-painted bars (with chrome inserts on Limited)	S	S	S	—
Piano Black mesh	—	—	—	S
Mirrors — exterior				
Black caps, molded-in-color	S	—	—	—
Body-color caps	—	S	—	—
Chrome caps	—	—	S	—
Piano Black caps	—	—	—	S
Parking lamps — Piano Black bezels	—	—	—	S
Pedal covers — aluminum	—	—	—	S
Shift knob — leather-wrapped with chrome insert	—	S	S	S
Soft-wrapped A-pillars	—	S	S	S
Soft-wrapped B-pillars	—	—	S	S
Spoiler — rear decklid	—	A	A	S
Steering wheel				
Alcantara® wrapped	—	—	—	A
Leather-wrapped	—	S	—	—
Leather-wrapped with wood insert	—	—	S	—
Top grain leather-wrapped	—	—	—	S
Trim — interior				
Brown Olive Ash instrument panel with Dune interior	—	S	—	—
High-gloss black center stack	—	—	—	S
Painted	S	S	—	—
Woodgrain	—	—	S	—
Woven aluminum	—	—	—	S
Wheels				
17" Sparkle Silver painted aluminum	S	—	—	—
18" Sparkle Silver painted aluminum	—	S	—	—
19" premium Luster Nickel painted aluminum	—	—	S	—
19" premium painted aluminum	—	—	—	S
20" 10-spoke painted low gloss Ebony machined aluminum	—	A	A	A
20" machined and painted pocket aluminum	—	—	—	A
20" polished aluminum	—	—	A	—

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Taurus

Major Product Summary

2014

Taurus

EQUIPMENT GROUPS	SE	SEL	Limited	SHO
Equipment Group 100A All standard equipment	S	—	—	—
Equipment Group 200A All standard equipment	—	S	—	—
Equipment Group 201A , all 200A equipment, plus: <ul style="list-style-type: none"> • Additional instrument panel center channel speaker • Power adjustable pedals (non-memory) • Rear view camera • Reverse Sensing System • SYNC with MyFord Touch 	—	A	—	—
Equipment Group 300A All standard equipment	—	—	S	—
Equipment Group 301A , all 300A equipment, plus: <ul style="list-style-type: none"> • Audio System from Sony® single-CD/MP3 • Auto high-beam headlamps with rain-sensing windshield wipers • BLIS (Blind Spot Information System) with cross-traffic alert • Electrochromic auto-dimming driver-side exterior mirror • HD Radio™ • Heated rear outboard seats • Heated steering wheel • "LIMITED" branded front floor mats • Power adjustable pedals with memory • Rear power sunshade 	—	—	A	—
Equipment Group 400A All standard equipment	—	—	—	S
Equipment Group 401A , all 400A equipment, plus: <ul style="list-style-type: none"> • Audio System from Sony® single-CD/MP3 • Auto high-beam headlamps with rain-sensing windshield wipers • BLIS (Blind Spot Information System) with cross-traffic alert • HD Radio • Heated rear outboard seats • Heated steering wheel • Rear power sunshade 	—	—	—	A
PACKAGES				
Driver Assist Package (19A) <ul style="list-style-type: none"> • Active park assist • Adaptive cruise control and collision warning with brake support • Lane-Keeping System 	—	—	A	A
SHO Performance Package (12S) (N/A with adaptive cruise control and collision warning with brake support; deletes spare tire) <ul style="list-style-type: none"> • 3.16:1 final drive ratio • 20" machined and painted aluminum wheels • AdvanceTrac Sport mode with "true-off" setting • Alcantara® wrapped steering wheel • Engine oil cooler • High-capacity cooling system • High-performance front brake pads • Large, high-volume radiator • P245/45R20 Goodyear® Eagle F1 summer-only compound performance tires • Revised sport-tuned suspension • Sport-tuned electric power-assisted steering (EPAS) • Tire mobility kit replaces spare tire • Transmission fluid cooler 	—	—	—	A

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2014

Taurus

Performance/Handling

Key Messages

- Taurus SE, SEL and Limited offer a 2.0L EcoBoost I-4 engine that delivers power and efficiency with 240 horsepower and an EPA-estimated rating of 32 mpg highway⁽¹⁾
- Standard 3.5L V6 adds twin-independent variable camshaft timing (Ti-VCT) that increases both horsepower and fuel economy
- SHO 3.5L EcoBoost V6 engine delivers 365 horsepower and an EPA-estimated rating of up to 25 mpg highway⁽²⁾
- Each engine is mated to a 6-speed SelectShift Automatic transmission
- AWD-equipped Taurus models feature a lightweight differential to help improve fuel economy

Powertrain Availability

Engine	2.0L EcoBoost I-4	3.5L V6	3.5L EcoBoost V6
Horsepower (@ rpm)	240 @ 5500 ⁽³⁾	288 @ 6500	365 @ 5500 ⁽³⁾
Torque (lb.-ft. @ rpm)	270 @ 3000 ⁽³⁾	254 @ 4000	350 @ 1500-5000 ⁽³⁾
Technology	Ti-VCT Direct-injection Turbo (single)	Ti-VCT FFV	iVCT Direct-injection Turbo (dual/twin)
Transmission	6-speed SelectShift Automatic	6-speed SelectShift Automatic	6-speed SelectShift Automatic
Drivetrain	FWD	FWD (standard) AWD (available on SEL and Limited)	AWD
Max. Trailer Towing (lbs.)	1000	1000	Not recommended
Model			
SE	A	S	—
SEL	A	S	—
Limited	A	S	—
SHO	—	—	S

(1) 2013 EPA-estimated ratings 22 city/32 hwy/26 combined mpg.

(2) 2013 EPA-estimated ratings 17 city/25 hwy/20 combined mpg.

(3) Figures achieved using 93-octane premium unleaded gasoline.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Engines

2.0L EcoBoost I-4

- 240 horsepower @ 5500 rpm⁽¹⁾
- 270 lb.-ft. of torque @ 3000 rpm⁽¹⁾
 - Delivers a broad, flat torque curve with maximum torque through the powerband for sustained acceleration
- Twin-independent variable camshaft timing (Ti-VCT)
- Dual overhead camshaft (DOHC), lightweight aluminum cylinder head with 4 valves per cylinder
- Aluminum engine block and cylinder head help reduce weight to aid fuel efficiency
- Cast-iron crankshaft, balance shaft and silent chain cam drive system contribute to reduced NVH and improved durability
- Gasoline direct-injection
- Single turbocharger is “rightsized” to deliver the power of a V6 with the fuel efficiency of a four-cylinder
- Smart charging alternator
- Aggressive deceleration fuel shutoff (ADFSO) helps maximize fuel efficiency
- Fail-safe engine cooling system
- Intercooler reduces incoming air temperature
- Integrated exhaust manifold
 - Helps reduce weight
 - Enhances exhaust flow for efficiency
 - Helps enhance durability
- Fast-acting “gooseneck” turbo connects directly to exhaust manifold
 - Funnel exhaust energy at the turbine for quicker response
 - Withstands higher temperatures for increased durability and reliability, thanks to cast stainless steel turbine housing
 - Features oil lubrication system and is water-cooled to help ensure long life
- Intelligent Oil-Life Monitor tracks and notifies customer of oil change intervals of up to 10,000 miles
- Mated to the 6-speed SelectShift Automatic transmission with thumb switch operation

3.5L Ti-VCT FFV V6⁽²⁾

- 288 horsepower @ 6500 rpm
- 254 lb.-ft. of torque @ 4000 rpm
- Aggressive deceleration fuel shutoff (ADFSO) technology helps maximize fuel efficiency
- Twin-independent variable camshaft timing (Ti-VCT)
- Smart charging alternator
- Electronic throttle control (ETC)
- Fail-safe engine cooling system
- Flex Fuel (E85) capability allows the engine to operate on E85 fuel, unleaded gasoline or any combination of the two in the same fuel tank
- Strong, lightweight die-cast aluminum block
- Lightweight aluminum cylinder heads have 4 valves per cylinder to help improve performance
- Intake was designed as a system, all the way from air inlet to the intake valves, to create enhanced flow for peak power and to broaden the torque curve
- Forged steel, fully counterweighted crankshaft
- High-temperature alloy, cast aluminum pistons with low-friction coating
- Low-maintenance spark plugs are rated for 100,000 miles of use under normal driving conditions
- All vehicles are certified to meet Federal Tier 2 Bin 4 emissions standards. Vehicles ordered with Order Code 422 are certified to meet both Federal Tier 2 Bin 4 emissions standards and California ultra low emissions vehicle II (ULEV II) qualified emissions standards
- Mated to the 6-speed SelectShift Automatic transmission with thumb switch operation

ENGINEERING INSIGHT

2.0L EcoBoost Exhaust Manifold Water Jacket

The exhaust manifold is integrated with the cast aluminum cylinder head and is surrounded by a coolant jacket or water jacket. The purpose of this water jacket is to keep cylinder head temperatures down since the cylinder head is integrated with the exhaust manifold and the exhaust gases exiting the cylinders are extremely hot.

(1) Figures achieved using 93-octane premium unleaded gasoline.

(2) Flex-fuel capability not available in California or designated green states.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

Taurus

Performance/Handling

Engines cont'd

3.5L EcoBoost V6 Engine

- Designed to deliver the power of a V8 with the fuel efficiency of a V6⁽¹⁾
- 365 horsepower @ 5500 rpm⁽²⁾
- 350 lb.-ft. of torque @ 1500–5000 rpm⁽²⁾
- More than 100 horsepower per liter of displacement
- Aggressive deceleration fuel shutoff (ADFSO) helps maximize fuel efficiency
- Parallel twin turbochargers are water-cooled and operate at a maximum 12 psi of boost
- Gasoline direct-injection
- Intake variable camshaft timing (iVCT) adjusts intake timing for maximum performance and efficiency
- Smart charging alternator
- Electronic throttle control (ETC)
- Fail-safe engine cooling system
- Developed with performance in mind with the core internal components designed to maintain durability at the level of power the 3.5L EcoBoost V6 delivers
- Premium fuel is recommended but not required
- Mated to the 6-speed SelectShift Automatic transmission with steering wheel-mounted paddle shifters



(1) 2013 EPA-estimated ratings 17 city/25 hwy./20 combined mpg.

(2) Figures achieved using 93-octane premium unleaded gasoline.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Engine Technologies

Fail-safe Engine Cooling System

- Designed to help protect the engine from potential damage due to loss of coolant
- If the engine overheats, the engine will switch from normal all-cylinder operation to alternating cylinder operation. The non-powered cylinders act as air pumps to help cool the powered cylinders
- The vehicle will continue to operate, but with limited engine power. This allows the driver to travel a short distance to obtain service or reach a service facility
- Driving distance is limited by a number of factors including vehicle load, outside temperature and road conditions

ENGINEERING INSIGHT

EcoBoost Gasoline Direct-injection

- Direct-injection is a key technology behind the performance capability and fuel efficiency of the EcoBoost engines
- Fuel is injected directly into the combustion chamber of each cylinder by solenoid-controlled high-pressure injectors, compared to traditional fuel injection where fuel is mixed with intake air prior to entering the chamber
 - Fuel is pumped from the tank to the engine compartment at a normal pressure of around 200 psi
 - A cam-driven high-pressure fuel pump increases fuel pressure to around 2150 psi, depending on the demands of the engine
- Direct-injection fuel injectors are positioned on the side of the combustion chamber
- Each injector delivers a precise fuel spray into each cylinder, allowing a higher compression ratio to help improve engine performance and reduce fuel consumption
- An electronic control system varies the timing and intensity of the fuel delivery according to the engine's operating conditions
- Precise control of the fuel provides:
 - Increased protection against engine knock/detonation to help allow for improved performance and excellent transient response
 - Great balance of performance and fuel economy

Twin-independent Variable Camshaft Timing (Ti-VCT)

- Allows the camshafts to operate both the intake and exhaust valves at different times in the combustion cycle, based on engine speed and load
- Adjusts camshaft timing to provide enhanced performance and fuel economy
- Excellent efficiency under low load conditions such as idling or highway cruising
- Excellent power when accelerating

ENGINEERING INSIGHT

EcoBoost Turbocharger

What It Is

- A turbocharger uses otherwise wasted energy from the engine's exhaust to rotate a turbine wheel

How It Works

- The turbine wheel is coupled to a compressor that pressurizes air coming into the engine — this is called “boost” and allows the engine to breathe in air as if it were larger in displacement since more air is “forced” into the intake
- The more air an engine breathes, the more power it generates

Key Benefits

- Compact design and low NVH (noise, vibration and harshness) characteristics
- Drivers will feel an immediate response when they step on the accelerator
- Broad, flat torque curve
- Provides the power of a larger-displacement, naturally aspirated engine

Transmission

6-speed SelectShift Automatic

- Engineered for high quality and quiet operation
 - Hard-finish gears with a precise fit help reduce gear whine
 - Die-cast aluminum housing helps reduce noise
 - Enhanced pump porting helps reduce transmission fluid pressure “ripple” and noise
- Transmission fluid is “filled for life” to help lower cost of ownership

Sport Mode

- Allows driver to manually upshift or downshift the transmission without using a clutch
- Engaged by moving the shifter to the Sport (S) position
- Gear selection is shown in the instrument cluster
- Engine-speed matching helps provide fast and smooth downshifts
- Includes Second-gear Start mode
- Sport mode disables Overdrive Cancel and Grade Assist modes
- To prevent the engine from running at too low an rpm, SelectShift may automatically make some downshifts
- Although SelectShift may automatically perform some downshifts, it will allow the driver to downshift at any time as long as the engine will not be damaged from over-revving
 - After the transmission is placed in manual control with SelectShift, the vehicle will remain in this mode until the gearshift lever is moved, from Sport (S) back to Drive (D)
 - Engine damage may occur if excessive engine revving is held without shifting

Thumb Switch Operation

- Sport mode switch is located on the left side of the transmission shifter knob
- To manually upshift, push the + portion of the switch
- To manually downshift, press the – portion of the switch

Paddle Shifter Operation

- Steering wheel-mounted paddle shifters allow the driver to shift gears quickly while keeping both hands on the steering wheel
- Allows temporary manual control in Drive (D) position when either paddle shifter is pulled
- To manually upshift, pull the + paddle located on the right side of the steering wheel
- To manually downshift, pull the – paddle located on the left side of the steering wheel

MAKE THE POINT: SelectShift Transmission Sport Mode

When conducting a test-drive with a Taurus, be sure to show the customer how the Sport mode operates, providing the performance of a manual transmission without the fuss of operating a clutch. Point out how the SelectShift Automatic transmission works in harmony with the engine. Also, take the time to show the customer how the display in the instrument cluster indicates the gear selection. SelectShift Sport mode is a performance feature the Taurus enthusiast customer is sure to appreciate.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Fuel Economy



2013 EPA-estimated Ratings ⁽¹⁾		
Powertrain	City mpg	Highway mpg
2.0L EcoBoost I-4/6-speed SelectShift Automatic FWD	22	32
3.5L Ti-VCT V6/6-speed SelectShift Automatic FWD (Gas)	19	29
3.5L Ti-VCT V6/6-speed SelectShift Automatic FWD (E85)	13	21
3.5L Ti-VCT V6/6-speed SelectShift Automatic AWD (Gas)	18	26
3.5L Ti-VCT V6/6-speed SelectShift Automatic AWD (E85)	13	19
3.5L EcoBoost V6/6-speed SelectShift Automatic AWD	17	25

Active Grille Shutter System

- Helps improve fuel efficiency by maximizing the aerodynamic efficiency of the grille opening and the engine cooling system
- Located between the grille opening and the engine radiator and is electronically controlled by the engine control module
- Automatically opens and closes to maintain the ideal engine operating temperature and maximize aerodynamic efficiency
- When less engine cooling is required, the shutters close to help improve aerodynamics and fuel efficiency

Chassis

Independent MacPherson Strut Front Suspension

The independent MacPherson strut front suspension is a proven design that delivers an excellent balance of spirited handling and crisp steering response.

Ride and Handling

- Front struts feature a coil-over-shock design with L-shaped lower control arm
- Each wheel reacts to road irregularities with no effect on the opposite wheel
- Coil-over-shock design locates the shock absorber in the center of the coil spring, which reduces offset and allows the spring and shock to move in precision. This also limits twisting or lateral forces that could bind the shock and cause a harsher ride
- Use of high-strength steel combined with coil-over-shock design allows the use of lightweight springs
- Suspension bushings are tuned independently for responsive steering and a smooth ride
- Large bushing at the top of each strut mount helps resist vertical movements from uneven road surfaces and resists side deflection to deliver crisp steering feel
- Hydrobushing at the rear of the L-shaped lower control arm uses oil-filled internal chambers to dampen road forces from passenger compartment
- Outboard-mounted front stabilizer bar provides precise roll control and steering response

Compact Design

- Front struts feature a coil-over-shock design that's more compact than double-wishbone front suspensions
- Allows the maximum amount of room in front of the suspension to help improve crash performance
- Provides more room in the engine compartment for powertrain components



⁽¹⁾ 2014 fuel economy estimates will be made available prior to production release. Stay tuned to eSourceBook for updates.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

Taurus

Performance/Handling

Chassis cont'd

Independent Multilink Rear Suspension

Front and rear suspension components are tuned for consistent and balanced shock absorption front to rear, delivering precise handling without the sacrifice of a smooth ride.

Strong

- Multilink design is built on a stout, fully isolated boxed subframe
- Shock absorbers are mounted as far outboard as possible — allowing chassis engineers to tune them to handle higher road impacts and deliver an excellent balance of ride and handling
- Independent suspension design lets each wheel react to road irregularities with no effect on the opposite wheel

Ride and Handling

- During heavy braking, the suspension causes slight toe-in — which is how much the front part of two opposite wheels point toward the center of the vehicle — to help enhance steering stability
- Strong foundation allows chassis engineers to better tune the suspension components for excellent ride and handling characteristics
- Spring rates provide consistent shock absorption in front and rear

Torque Vectoring Control

- Helps increase the “fun-to-drive” factor
- Uses the vehicle braking system to deliver the effect of a limited-slip front differential without the complexity and additional weight
- Continually balances the distribution of engine torque to the front wheels based on driving conditions and available traction
- In cornering situations, the system automatically applies the brake on the inside front wheel, effectively delivering more torque to the outside front wheel
 - The outside front wheel has more available traction than the inside front wheel
 - Balancing the torque delivery helps the vehicle track on the path intended by the driver, especially on wet or slippery surfaces
 - Helps reduce torque steer during acceleration

(1) Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.

Sport-tuned Suspension

- Larger front stabilizer bar — 29 mm vs. 28 mm
- Larger rear stabilizer bar — 22 mm vs. 21 mm
- Retuned shock absorbers and stiffer springs
- Tuned to provide crisp steering and sportier ride and handling characteristics
- Standard on SHO

MAKE THE POINT: SHO Sport-tuned Suspension

Pleasing to the Enthusiast

Chassis engineers designed the SHO to deliver sportier ride and handling performance, with crisper steering response. Compared to Taurus, the SHO sport-tuned suspension includes increased spring rates, larger front stabilizer bar, specifically tuned struts and shock absorbers, and all-season performance tires. A test-drive will quickly reveal the athletic nature of the SHO, a trait enthusiast customers will appreciate.

SHO Performance Package

For the ultimate performance enthusiast, there's the SHO Performance Package. Think of this package as a “track pack” with the necessary chassis components for customers to take their Taurus SHO to an autocross event or high-performance driving event at a racetrack. Specifically tuned struts deliver 10 to 15% more rebound control than the “standard” SHO sport-tuned suspension, Goodyear® Eagle F1 summer-compound performance tires⁽¹⁾ offer increased levels of traction, and stiffer rear springs help maintain better control of body motions. These chassis enhancements are designed to work in harmony — and deliver improved vehicle balance in high-performance driving conditions.

Qualifying the Race Car-like Ride with SHO Performance Package

The enhanced sport-tuned suspension components and Goodyear Eagle F1 summer-compound tires⁽¹⁾ deliver maximized handling performance. These enhancements also deliver an aggressive ride. A true enthusiast will appreciate — and understand — this trait. But some customers may find the ride too stiff for their liking. It's important to qualify customer expectations ahead of time with a test-drive. Customers should also understand the summer-compound tires are not intended for winter use and will wear faster with heavy use. Again, to the true enthusiast, these are worth the increased levels of performance the SHO Performance Package provides.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Chassis cont'd

Electric Power-assisted Steering (EPAS) with Pull-drift Compensation and Active Nibble Control

EPAS

- A sophisticated electric speed-sensitive steering assist system that offers light, responsive steering feel around town and while parking
- At higher speeds, EPAS delivers less steering assist for more confident control
- Helps improve fuel economy and eliminate hydraulic noises common with hydraulic systems

Pull-drift Compensation

- Uses EPAS to help continuously correct for road irregularities and improve overall steering feel
- Continuously “learns” and adapts to steering conditions and compensates for changes that can cause the vehicle to pull left or right
- Reduces steering effort required when driving on crowned roads or in heavy side winds

Active Nibble Control

- Uses EPAS system sensors to continuously monitor steering wheel inputs
- When sensors detect steering wheel rotational vibration — or nibble — EPAS counteracts the nibble and seamlessly cancels it out
- Helps reduce the amount of minor steering corrections caused by the steering nibbles and helps provide a more comfortable driving experience

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

AdvanceTrac Sport Mode


- Includes ABS and traction control as well as yaw stability control
- Sport mode is a unique calibration of AdvanceTrac for more spirited driving while AdvanceTrac is enabled

NOTE: Additional AdvanceTrac electronic stability control information is available in the Safety section in the Source Book Appendices or on **eSourceBook**.

Four-wheel Disc Brakes

- Brake control unit and calibration help improve pedal feel and minimize noise
- Upgraded friction material helps provide resistance to fade
- Large brake rotors (13.86" front and 13.58" rear) for a large swept area and powerful braking. Front rotors are vented for better heat dissipation to help reduce brake fade
- Twin-piston front calipers provide precise and powerful braking performance
- Brake pad material is comprised of a non-asbestos organic (NAO) compound
- SHO Performance Package gets low-metallic, high-friction brake pad material for durability and dust control. The results are potentially lower maintenance costs and cleaner wheels

A CLOSER LOOK: AdvanceTrac Settings

Control Switch Functions	Mode	“Sliding Car OFF” Icon 	Message Center Display	AdvanceTrac	Traction Control
Control switch pressed once momentarily	Traction Control OFF	On	TRACTION CONTROL OFF	Enabled	Disabled
Control switch pressed twice rapidly, brakes applied and no throttle apply	Sport Mode (if equipped)	On	ADVANCETRAC SPORT MODE	Enabled	Enabled
Control switch pressed and held for more than five seconds, vehicle speed = 0 mph, brakes applied	AdvanceTrac Disabled	On	ADVANCETRAC OFF	Disabled	Disabled

2014

Taurus

Performance/Handling

Chassis cont'd

Flat/Neutral Towing

- Also known as four-wheel-down towing, it refers to towing a vehicle with all four of its wheels on the ground — for example, when towing a vehicle behind an RV (recreational towing)
- Taurus FWD models with the 3.5L Ti-VCT FFV V6 engine can be towed with all four wheels on the ground or dolly-towed (front wheels off the ground)
 - Maximum speed limit while towing is 65 mph
 - Parking brake must be fully released
 - Transmission must be in Neutral
 - Stop every 6 hours and run the engine for 5 minutes to cool the transmission fluid
- Taurus AWD models CANNOT be dolly-towed
 - It is recommended that the vehicle be towed with all four wheels off the ground
- Taurus models with the 2.0L EcoBoost I-4 engine can be dolly-towed
 - DO NOT flat tow any Taurus equipped with a 2.0L EcoBoost engine
- See the Taurus owner guide for more details

Front-wheel Drive (FWD)

- Weight of engine on front end provides good traction in slippery road conditions

All-wheel Drive (AWD)

- AWD is seamless to the driver and provides performance and safety benefits
- Continuously monitors vehicle speed, throttle input, steering angle and wheelslip to seamlessly deliver torque to the appropriate wheel(s)
- Helps eliminate torque steer and helps balance the vehicle when cornering
- In a curve, the front wheels steer the vehicle to maintain direction as well as propel the vehicle forward
- AWD system sends power to the rear wheels, allowing the rear wheels to help propel the vehicle
- AWD helps improve overall handling by allowing the front tires to apply more available traction to steer the vehicle
- AWD works together with traction control to distribute up to 100% of the available torque to the wheel(s) with the most traction
- System operates as front-wheel drive during normal driving, to help reduce fuel consumption
- For the safety benefits of AWD, see the Safety/Security section

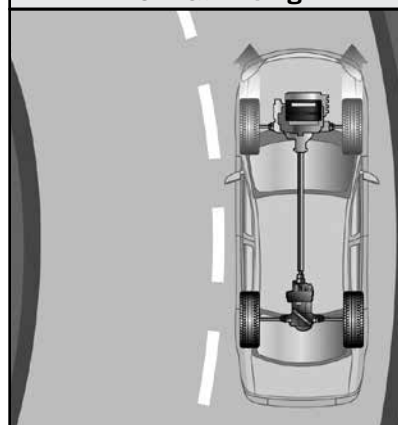
ENGINEERING INSIGHT

AWD Performance

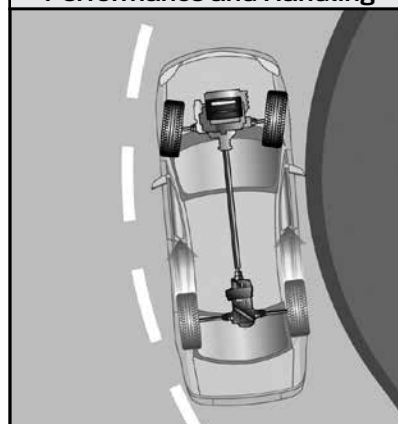
- All-wheel drive uses electromagnetic activation of an internal clutch pack
- It engages when sensors detect wheelslip in the front wheels, and often acts preemptively to prevent slip from happening in the first place
- When activated, the system uses force from an electromagnet to push clutch plates together
- Driveshaft torque is transmitted through the unit to the rear wheels, taking power from the front wheels and sending it to the rear wheels
- System can react within milliseconds to distribute up to 100% of the available torque to the rear wheels
- Check out the Taurus section of **eSourceBook** for an AWD animation

AWD Operation

Normal Driving



Performance and Handling



NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Taurus

Performance/Handling

2014

Taurus

Taurus SHO Performance Features

SHO Powertrain and Chassis Key Features

- 3.5L EcoBoost V6 with gasoline direct-injection, 365 horsepower and 350 lb.-ft. of torque⁽¹⁾
- 6-speed SelectShift Automatic transmission with paddle shifter operation
- All-wheel drive (AWD)
- Larger, upgraded brakes
 - Brake booster helps improve brake pedal feel
 - Vented disc brake rotors provide a large swept area
 - Tested for endurance and durability
- Sport-tuned suspension



SHO Performance Package

- 3.16:1 final drive ratio
- 20" machined and painted pocket aluminum wheels
- AdvanceTrac Sport Mode with "true-off" setting
- Alcantara® wrapped steering wheel
- Engine oil cooler
- High-capacity cooling system accommodates the extra cooling demands of the 3.5L EcoBoost engine
- High-performance front brake pads
- Large, high-volume radiator
- P245/45R20 Goodyear® Eagle F1 summer-compound performance tires⁽²⁾
- Revised sport-tuned suspension
 - Shock absorber tuning
 - Stiffer rear springs
 - 27 mm **front** stabilizer bar
- Sport-tuned EPAS
- Tire mobility kit replaces spare tire
 - Used to inflate and seal small punctures due to road hazards
 - Includes a portable compact air compressor and a can of tire sealant
- Transmission fluid cooler

MAKE THE POINT: Summer Compound Tires

Point out to your customers that their vehicle may feature summer compound tires. Explain that while these tires provide enhanced traction in dry and wet/warm weather conditions, they are not intended for temperatures below 40°F or in snow/ice conditions, as the vehicle may experience limited traction. This is because summer tires feature a soft compound that hardens when temperatures drop. If the vehicle must be driven in these conditions, recommend all four tires:

- Are tread pattern-matching all-season (light snow conditions), or
- Are dedicated winter snow tires (to increase the vehicle's wintertime capabilities), or
- Feature a Mud and Snow (M+S or M/S) tire traction rating

(1) Figures achieved using 93-octane premium unleaded gasoline.

(2) Ford does not recommend using summer tires when temperatures drop to approximately 40°F or below (depending on tire wear and environmental conditions) or in snow/ice conditions. If the vehicle must be driven in these conditions, Ford recommends using all-season or snow tires.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

Taurus

Safety/Security

Key Messages

- The 2013 Taurus received an overall rating of five stars from the National Highway Traffic Safety Administration (NHTSA)⁽¹⁾
- Offers 6 standard airbags — dual-stage front, Safety Canopy System with rollover sensor and front-seat side airbags
- Airbag restraints have been enhanced with tethering and venting to specifically tailor deployment force to occupant size, position and safety belt status
- Curve control helps drivers maintain control of their vehicle when taking a curve too quickly
- Stiff body structure contains high-strength and ultra-high-strength steels, including boron, that help provide added strength and stability for enhanced occupant protection

Accident Avoidance

All-wheel Drive (AWD)

- Continuously monitors wheel speed, throttle position and steering angle to determine the vehicle's conditions and driver's intent
- System then determines the optimal amount of front and rear torque for the given conditions to not only reduce wheelslip but to prevent the slip from occurring in the first place, which helps keep the vehicle surefooted in a variety of conditions, such as slippery surfaces and anything that compromises traction
- Standard on SHO, available on SEL and Limited

AWD Benefits

- No need to activate AWD — it's transparent to the driver and always there when it's needed, for wet or dry pavement, creating driving confidence and peace of mind
- Since the system can transfer torque away from the front wheels, it helps reduce the type of understeer often associated with front-wheel-drive vehicles, providing improved vehicle control
- When AWD is combined with traction control or AdvanceTrac, a high degree of torque can be sent to the wheel with the best traction, even if the other three wheels have no traction at all

NOTE: See the AWD/4WD Operations section in the Source Book Appendices or on **eSourceBook** for more information.



Go to **eSourceBook** for an online animated demonstration of AWD.

AdvanceTrac Electronic Stability Control

- An electronic stability control system that helps the driver maintain vehicle stability in adverse driving situations or when making evasive maneuvers on slippery pavement
- Monitors vehicle's cornering behavior with steering angle, lateral acceleration and yaw rate sensors, and automatically makes braking and throttle adjustments to help maintain control whenever it detects wheelslip, understeer, oversteer or roll motion using Anti-Lock Braking System (ABS) and traction control components
- Activates whenever the vehicle is started, but may be turned off for certain situations such as when "rocking" a vehicle stuck in mud or snow

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

NOTE: Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

Traction Control

- Uses a combination of brake and/or engine control to maximize available traction on slippery or loose driving surfaces

⁽¹⁾ Star ratings are part of the U.S. Department of Transportation's www.safercar.gov program.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Accident Avoidance cont'd

Anti-Lock Braking System (ABS)

- Helps driver maintain steering control in emergency or other hard-braking situations
- Electronically “pumps” the brakes several times per second when the computer-controlled sensors indicate wheel lockup during hard braking

Brake Assist

- Recognizes when the brake pedal is applied suddenly but without enough force to provide full deceleration
- With brake assist, the system applies the appropriate pressure to maximize vehicle deceleration and help reduce stopping distances
- Without the brake assist feature, the result could be a longer stopping distance than desired
- Once the driver releases the brake pedal, the vehicle returns to normal braking mode

Tire Pressure Monitoring System (TPMS)

- Sensor-based system alerts the driver to significant underinflation in any of the tires, excluding the spare
- Pressure sensors detect actual tire pressure and activate a warning light in the vehicle's instrument cluster when a tire is significantly underinflated

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

Curve Control

- Works in conjunction with AdvanceTrac ESC (electronic stability control) to help drivers maintain control of their vehicle when taking a curve too quickly
- Uses sensors to measure roll rate, yaw rate, lateral acceleration, wheel speed and steering wheel angle, and runs calculations based on those inputs 100 times every second
- Measures how quickly the vehicle is turning and compares that with how quickly the driver is trying to turn
- If the vehicle enters a curve too fast, or the vehicle is not turning as much as the driver is steering, Curve Control responds by rapidly reducing torque and increasing brake pressure to help keep the vehicle under control and help the driver follow the intended path
- Is effective on dry or wet pavement, and is expected to be particularly useful when a driver is entering or exiting freeway on- or off-ramps with too much speed

NOTE: Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

Occupant Protection

Personal Safety System

The Ford Personal Safety System tailors airbag⁽¹⁾ usage to the severity of the crash, driver and passenger safety belt use, driver seat position and passenger classification. System components include:

- Dual-stage driver and front-passenger airbags
- Electronic front crash severity sensor
- Driver seat position sensor
- Front outboard safety belt usage sensor
- Restraint control module
- Front outboard safety belt energy management retractors
- Front outboard safety belt pretensioners
- Front-Passenger Sensing System

NOTE: See the Safety section in the Source Book Appendices or on **eSourceBook** for more information.

Safety Canopy System with Rollover Sensor

- Side-curtain airbags provide head protection for all outboard seating positions
- System includes side-curtain airbags and rollover sensor
- Located in the roof side rail behind the headliner, the side-curtain airbags deploy downward and outward toward the side window opening to protect the heads of outboard passengers
- Side air curtains are triggered independently of the driver and front-passenger airbags by side-impact sensors or by the rollover sensor
- Roll-fold technology helps the airbag slide between the glass and occupant as it inflates
- Side-curtain airbags will not interfere with properly installed child safety seats or booster seats
- Canopy is designed to stay inflated longer for added protection in a rollover or multiple side impacts

(1) Always wear your safety belt and secure children in the rear seat.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

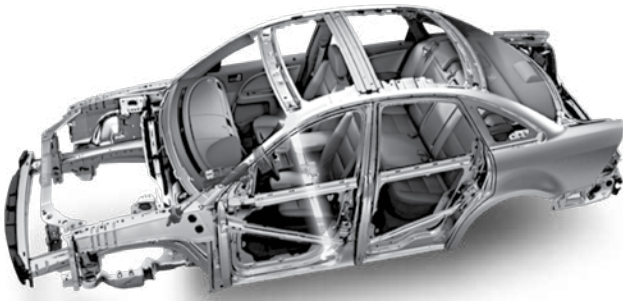
Taurus

Safety/Security

Occupant Protection cont'd

Front-seat Side Airbags

- Help protect front-seat occupants in certain side collisions
- Airbags deploy from the front seats to protect occupants' chests
- Placed in the front seat backs, so they are always in the optimum deployment position no matter where the seat is positioned
- Designed to help protect the chest in certain side collisions



Built-in Structural Safety

- **Safety structure** provides outstanding rigidity and proven quality. Using computer-aided engineering, Ford developed the Taurus platform for optimal rigidity. The benefits are a smoother ride on rough roads and improved crash performance
- **Door beams** are attached at the strongest points of the door frame. Beams within the door help protect against intrusion in side impacts and help manage frontal-impact forces
- **Front bumper plate** helps reduce crash forces on the inside face of the frame rail by 14% and promotes a more even collapse of the energy-absorbing structures — keeping the force of an impact away from your customers
- **Tunnel rails** support front rail and engine loads in a front crash to provide passenger compartment integrity
- **Octagonal front frame rails** distribute forces better than rectangular ones because the corners of a structure bear most of the load. The octagonal shape helps prevent the front frame rails from buckling under varying crash conditions
- **Energy-absorbing crash structure** includes a “shotgun” structural member above the wheel to help absorb and redirect front crash forces above and below the passenger compartment, particularly in crashes with tall vehicles
- **Front structure tripod design** channels front crash forces upward and downward into a high-strength steel ring of protection around and away from the passenger compartment
- **Kick-up crossmember** provides additional cross-vehicle transfer of the load in a side-impact crash



NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Occupant Protection cont'd

MAKE THE POINT: Controlling Crash Forces

You can illustrate how the tripod design of the Taurus front body structure helps to “steer” crash forces away from the passenger compartment. First demonstrate how a crash affects a vehicle without a tripod design. Tell customers to think of their arm as the front structure of the vehicle and their shoulder as the passenger compartment. Have them make a fist and hold their arm straight out, stiffly in front of their body. With their other hand, have them put force against their fist. In this situation, their shoulder (the passenger compartment) takes the full force they’re putting against it. Next demonstrate the tripod design by having them put force against their outstretched arm again — this time bending their elbow outward. In a similar manner, the front structure tripod design directs the steering forces away from the vehicle passenger compartment.

SPACE (Side Protection And Cabin Enhancement) Architecture

Among the many elements that comprise this advanced structural safety system, a hydroformed cross-car beam runs between the door frames, strengthening each bodyside. In a side-impact collision, a bend in the beam triggers its deformation, helping to divert crash forces away from occupants. A strong roof crossmember teams with the underseat tube to provide enhanced side-impact protection.

Collapsible Driveshaft

- Designed with a “trigger point” indentation forged into the shaft where computer modeling shows impact forces to be greatest
- Indentation allows the driveshaft to absorb crash energy in a more controlled manner
- Collapsible design helps prevent driveshaft intrusion into the passenger compartment
- All-wheel-drive models only

Collapsible Steering Column

- Collapses differently during front impacts depending on the amount of crash energy, driver’s size and seat position
- Energy-absorbing “bend sheet” holds upper and lower portions of steering column together
- Shape of bend sheet helps control the collapse of the steering column in an impact

Child Safety

LATCH (Lower Anchors and Tethers for Children) System

- Consists of a top tether anchor point and two rigid bars located where the seat cushion meets the seat back
- All rear seating positions offer LATCH provisions
- LATCH-compatible child safety seat attaches to the lower anchor points by means of flexible tethers or rigid latch bars

- LATCH can eliminate the need to use the safety belts when installing a child safety seat, providing a secure attachment and helping to reduce the likelihood of incorrect installation
- Uniform installation method helps eliminate the confusion associated with a variety of safety belt systems

NOTE: See the vehicle owner guide for more information.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

February 2013

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RE&T: 2014 Source Book

2014

Taurus

Safety/Security

Personal Safety/Security

MyKey

- Automotive industry-first
- Allows owners to program a “key limit” to certain vehicle functions to help promote safe driving habits
- One standard key is the Administrator Key while the other operates as MyKey with the programmed restrictions
- Programming MyKey is done via the message center

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

SOS Post-Crash Alert System

- Activates the hazard flashers and sounds the horn after a crash where the airbags deploy⁽¹⁾
- Sounding the horn and flashing the hazards makes the vehicle easier to locate if the accident happens off the roadway
- Turns on interior lighting and security approach lamps (if equipped), to help make the vehicle easier to locate at night
- Automatically unlocks the doors, allowing rescue workers to open them from the outside
- System operates until deactivated or battery power is depleted



SecuriLock Passive Anti-Theft System

- Uses a specially coded ignition key with billions of possible codes to start the vehicle
- Designed to help prevent the engine from being started unless a coded key programmed to the vehicle is used

Perimeter Anti-Theft Alarm

- Monitors against unauthorized entry of the doors, hood and trunk when the vehicle is locked
- If unauthorized entry is detected, system will sound the horn and flash the park/turn signals



⁽¹⁾ SOS hardware may become damaged or the battery may lose power in a crash, which could prevent operation. Not all crashes will activate an airbag.
NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Crash Test Ratings — NHTSA

NHTSA Ratings

What You Need to Know

- The National Highway Traffic Safety Administration (NHTSA) New Car Assessment Program (NCAP) provides consumers with crash test ratings⁽¹⁾ to help them make a more educated decision on new vehicle purchases
- Frontal and side crash test ratings are located in the Government Safety Ratings portion of the 2014 vehicle window sticker
- It is anticipated 2014 Taurus will receive the same ratings

2013 Taurus NHTSA Results	
Crash Test	Ratings
Frontal Barrier – Driver	★★★★★
Frontal Barrier – Passenger	★★★★★
Side Barrier – Driver	★★★★★
Side Barrier – Passenger	★★★★★
Side Pole – Driver	★★★★★
Rollover	★★★★
Overall Rating	★★★★★

What Do the Stars Mean?

Frontal Crash and Side-impact Tests

- ★★★★★ 5 stars = Injury risk for the vehicle is much less than average
- ★★★★ 4 stars = Injury risk for the vehicle is less than average to average

Rollover Test

- ★★★★ 4 stars = Rollover risk for the vehicle is less than average to average

A CLOSER LOOK:

How NHTSA Determines a Vehicle's Rating

In all scenarios, the tests are designed to reproduce the most common real-life accidents. Instruments measure the force of the impact and how it transfers to the vehicle's occupants, and then compares similar vehicles' test results.

Frontal Crash Test

The frontal crash test simulates a head-on collision between two similar vehicles each moving at 35 mph. The test includes dummies to represent an average-size male in the driver's seat and a small female in the front-passenger seat.

Side-impact Tests

The side crash rating represents an intersection-type collision by having a 3015-lb. barrier that replicates the characteristics of the front end of a vehicle, moving at 38.5 mph into a standing vehicle. The test includes dummies to represent an average-size male in the driver's seat and a small female in the driver-side second-row or rear seat.

A pole test, designed to simulate the broadside impact of a vehicle into a tree or telephone pole at 20 mph, is also conducted. The test includes a dummy to represent a small female in the driver's seat.

Rollover Ratings

Mathematical formulas that consider the vehicle's geometric properties and the number of crash avoidance technologies are used to determine the likelihood of a rollover in certain conditions.

Crash Avoidance Technologies

When applicable, these technologies are listed and the information is posted online at www.safercar.gov.

Overall Vehicle Score

Frontal crash, side-impact and rollover ratings are combined and summarized into a single Overall Vehicle Score of one to five stars. These ratings are available online at www.safercar.gov.

(1) Star ratings are part of the U.S. Department of Transportation's www.safercar.gov program.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

Taurus

Safety/Security

Crash Test Ratings — IIHS

IIHS Ratings

The 2013 Taurus was named a “Top Safety Pick” and received the highest possible rating in each of the following tests performed by the Insurance Institute for Highway Safety (IIHS). It is expected 2014 Taurus will receive the same ratings.

Front Moderate Overlap Test

- Vehicle impacts a fixed barrier at 40 mph. Only 40% of the vehicle's front surface makes contact with the barrier

Front Small Overlap Test

- Vehicle impacts a fixed barrier at 40 mph. Only 25% of the vehicle's front surface makes contact with the rigid barrier

Side Impact Test

- A 3300-lb. barrier moving at 31 mph strikes the side of a stationary vehicle on the driver side at a 90° angle

Roof Strength Test

- A metal plate is pushed against the corner of the vehicle roof at constant speed
- The maximum force sustained by the roof before 5" of crush is measured, and then compared to the vehicle weight to determine a strength-to-weight ratio

Rear Impact Test

- Vehicle's front seat is mounted on a platform, which is accelerated forward
- This simulates the stationary vehicle being hit from behind and tests for whiplash injury

IIHS Top Safety Pick	
IIHS Test	Test Evaluation Result
Front Moderate Overlap	G Good
Front Small Overlap	Not tested
Side Impact	G Good
Roof Strength	G Good
Rear Impact	G Good
Stability Control	Available ⁽¹⁾



(1) Taurus features standard AdvanceTrac.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Key Messages

- Taurus offers several innovative technologies, including adaptive cruise control and collision warning with brake support as well as BLIS (Blind Spot Information System) with cross-traffic alert
- Performance upgraded SYNC with MyFord Touch features easier navigation for an enhanced user experience
- Driver-focused technologies such as Intelligent Access with push-button start, integrated Remote Start System, power adjustable pedals, heated steering wheel, power tilt/telescoping steering column and multicontour front seats with Active Motion
- Active park assist makes finding a spot and navigating into it quick, easy and tension-free

Driver Assistance Technologies⁽¹⁾

Adaptive Cruise Control and Collision Warning with Brake Support

Adaptive Cruise Control

- Uses advanced radar technology to monitor traffic ahead to scan for slower vehicles
 - System will slow the vehicle to adapt for the current traffic conditions and maintain the preset distance between vehicles
 - Once traffic clears, system will automatically return to the speed set with the cruise control system
- Includes four Gap Distance Settings programmable with the gap button on the steering wheel

Graphic Display	Following Distance	Following Distance at 60 mph	Dynamic Behavior
1 bar	1 second	29 yards	Sporty
2 bars	1.5 seconds	44 yards	Normal
3 bars	1.9 seconds	56 yards	Normal
4 bars	2.3 seconds	66 yards	Comfort

MAKE THE POINT: Adaptive Cruise Control

When describing adaptive cruise control, share this scenario: A person driving in the right lane of a two-lane expressway has set their cruise control to the speed limit. They approach a vehicle traveling slightly under the speed limit. If they're unable to pass the slower vehicle, the driver will have to manually intervene to slow their vehicle (e.g., braking, changing cruise control setting, etc.).

Now if their vehicle is equipped with **adaptive cruise control**, their vehicle will automatically slow to match the leading vehicle's speed at the desired gap distance. If the slower vehicle speeds up, or if the left lane is accessible and the driver changes lanes to pass, the adaptive cruise control system will sense that there's no vehicle ahead and will automatically return to the previously set speed.

Collision Warning with Brake Support

- Uses sensors in the front of the vehicle to help detect vehicles moving and traveling in the same direction
- Warns the driver if there is a risk of a collision with a red light-emitting diode (LED) "heads-up" display on the windshield and audible warning tone, which also mutes the audio system
- Immediately precharges the brakes if the risk of a collision increases, despite the warnings
 - Precharging allows for quick response and maximum braking when the driver applies the brakes

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

Sensitivity Alert

- Within the left-hand instrument cluster display, drivers can go through the menu structure and adjust the Collision Warning Sensitivity
- There are 3 setting choices (High, Normal and Low), which are remembered between key cycles
- The 3 settings make different assumptions about how quickly a driver would respond to a slower-moving vehicle AND how hard a driver would brake to avoid contacting a slower-moving vehicle
- **High** sensitivity is intended for new or more cautious/conservative drivers. As such, it provides an earlier warning than the other settings and introduces additional warnings. **When the MyKey feature is enabled, the system will default to this setting**
- **Normal** sensitivity is intended to provide a balance between appropriate warnings and additional warnings for most drivers under most driving conditions. A new vehicle is set to this setting
- **Low** sensitivity is intended for more aggressive drivers or drivers who drive in more dense driving conditions (i.e., city driving), as this setting rarely introduces additional warnings

⁽¹⁾ Driver Assist features are supplemental and do not replace the driver's judgment.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Driver Assistance Technologies cont'd

BLIS (Blind Spot Information System) with Cross-traffic Alert

- Integrated blind spot mirrors are not included when vehicle is equipped with BLIS

BLIS

- Alerts the driver if another vehicle is detected in the "blind zone" by utilizing two radar sensors located behind each rear wheel
 - Exterior mirror indicator illuminates when a vehicle in an adjacent lane is detected in the blind zone from behind
- System is automatically engaged when the vehicle is placed in Drive
- System can be turned off through the message center but defaults to "on" when the vehicle is restarted

Cross-traffic Alert

- Utilizes the same radar sensors as BLIS
- Warns the driver if approaching vehicles are detected when slowly backing out of a parking spot
 - Exterior mirror indicator illuminates and a series of tones sound if an oncoming vehicle is detected
 - Depending on the direction of the approaching vehicle, the message center will display:
 - VEHICLE COMING FROM LEFT
 - VEHICLE COMING FROM RIGHT
- Automatically engages when vehicle is placed in Reverse to detect moving objects within an approximate 65' range from either the left or right side of the vehicle

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

Reverse Sensing System

- Helps make parking easier
- Alerts driver to certain objects behind the vehicle with an audible tone

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

Active Park Assist

- Works in conjunction with several features to help take the tension out of parallel parking
 - Uses forward sensors located on the sides of the front fascia to detect adequately sized parking spaces on either side of the road
 - Uses the Reverse Sensing System to help make parallel parking easier
 - Uses electric power-assisted steering (EPAS) to take control of the steering input while the driver continues to control the gas, brake and transmission (forward and reverse)
- To activate the system, drivers press the active park assist button located on the center stack in front of the gear shifter

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

Driver Assistance Technologies cont'd

Rear View Camera

- Provides added driver convenience when backing up and is especially useful when parallel parking
- System automatically engages when the vehicle is placed in Reverse

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

Automatic Headlamps with Wiper Activation

- Automatically activates the headlamps and taillamps if the wipers are being used — helping the driver see and the vehicle be seen in inclement weather
- When the headlamp switch is in Auto position, and the front wipers are activated in any mode except Mist or Wash, the vehicle headlamps will automatically turn on within 3 seconds
- Once the front wipers are deactivated, the headlamps will automatically turn off within 30 seconds

Rain-sensing Windshield Wipers

- Once the system is turned on, there is no need for the driver to activate, deactivate or adjust the windshield wipers under normal driving conditions
- When sensors mounted behind the rearview mirror detect moisture on the windshield, the windshield wipers are automatically activated at the appropriate speed to keep the windshield clear

NOTE: System must be turned off before entering an automatic car wash

MAKE THE POINT: Rain-sensing Windshield Wipers

Be sure to understand and explain the driver-selectable sensitivity settings on the windshield wiper stalk. Wet the windshield by using a spray bottle or hose, and cycle through the sensitivity settings so the customer can experience the difference and visually experience how the system functions. Be sure to also show the customer how the system is disabled via the stalk-mounted controls. This is important since **the system must be disabled before entering an automatic car wash.**

Driver Assistance Technologies cont'd

Lane-Keeping System with Lane-Keeping Alert and Lane-Keeping Aid

- Lane-Keeping System uses a forward-looking digital camera to identify road lane markings and to track the lane the vehicle is currently traveling in
- If the vehicle starts to veer into another lane and the turn signal has not been activated, lane-keeping alert warns the driver with a vibration that is felt through the steering wheel along with an audible chime and visual warning in the message center
 - A first-level chime will sound and a coffee cup will appear in the left-side instrument cluster to recommend the driver take a break
- If the driver does not react to the lane-keeping alert, the lane-keeping aid provides steering assistance to help steer the vehicle back into the lane it was traveling in, along with an additional chime and visual warning
- Lane-Keeping System with lane-keeping alert and lane-keeping aid is designed to work in both daytime and nighttime conditions; in certain conditions the system may not be able to identify road markings and will disable itself, for example in heavy snowfall or rainfall
- Lane-Keeping System with lane-keeping alert and lane-keeping aid is automatically disabled below 40 miles per hour or when using the turn signal so it does not interfere with stop-and-go around town driving
- The system can be deactivated through a series of selections in the left-hand instrument panel cluster using the left-hand five-way steering wheel switch

Driver Alert

- Monitors driving performance and assesses driver alertness
- Uses a forward-looking camera that “reads” road markings, determining vehicle position to the road versus driving performance
- Constantly monitors driving performance using the previous 6 minutes of driving as a reference point to assess any drop in driver alertness
- Provides a visual warning in the instrument cluster as well as an audible warning indicating when the driver should stop and rest
- Instrument cluster displays a 6-bar scale, running from left to right, with a steering wheel icon (alert), color-coding and a coffee cup icon (not alert) to indicate driver alertness

Driver Alert Instrument Cluster Displays

System Assessment	Scale Color-coding	Warning
Driver is alert	Green	• None
Driver requires rest	Yellow	<ul style="list-style-type: none"> • Instrument cluster message REST RECOMMENDED is brightly illuminated for 20 seconds • Message remains illuminated for 2 minutes
Driver requires rest immediately	Red	<ul style="list-style-type: none"> • Instrument cluster message REST RECOMMENDED is brightly illuminated for 20 seconds • Message remains illuminated for 5 minutes • Audible warning chime sounds • Additional warning given if the driver does not stop and rest

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Signature Technologies

MyFord — Key Features

- This technology replaces many of the traditional vehicle buttons, knobs and switches with clear, colorful LCD screens and steering wheel-mounted five-way control pads
- **4.2" multifunction display centered in the instrument cluster for vehicle-based information**
 - Monitors many vehicle systems to alert drivers of potential vehicle problems and various conditions with informational messages and/or warnings (System Check)
 - Used to program/configure different features of the vehicle, such as:
 - Trip 1 and 2: includes odometer, timer, distance to empty and average fuel economy
 - Information: includes MyKey data for miles driven and number of keys programmed
 - Settings: includes On/Off for various driver assist features, duration of headlamp delay and more
- **4.2" LCD screen in the center stack for audio/entertainment/phone information**
 - Provides heads-up display at eye level for the radio and other features/settings:
 - CD/SiriusXM/Aux/Phone/Menu/Sound/Clock
- **5-way control pads on the steering wheel**
 - Left pad controls instrument panel screen
 - Right pad controls center stack screen
 - Control pads are familiar and intuitive, provide simple menu navigation and selection

SYNC with MyFord — Key Features

- Provides an intuitive way to connect the driver with an assortment of in-car technologies and their digital lives, with voice commands using SYNC
- SYNC is an in-car, voice-activated,⁽¹⁾ fully integrated communications and entertainment system that uses Bluetooth^{®(2)} wireless technology to allow drivers to stay connected to the information, entertainment and people they care about while on the road
- Voice command microphone flush-mounted in headliner to help provide clear voice recognition of 100 spoken commands
- **4.2" multifunction display centered in the instrument cluster for vehicle-based information**
 - Monitors many vehicle systems to alert drivers of potential vehicle problems and various conditions with informational messages and/or warnings (System Check)
 - Used to program/configure different features of the vehicle, such as:
 - Trip 1 and 2: includes odometer, timer, distance to empty and average fuel economy
 - Information: includes MyKey data for miles driven and number of keys programmed
 - Settings: includes On/Off for various driver assist features, duration of headlamp delay and more
- **4.2" LCD screen in the center stack for audio/entertainment/phone information**
 - Provides heads-up display at eye level for the radio and other features/settings:
 - CD/SiriusXM/Aux/Phone/Menu/Sound/Clock
- **5-way control pads on the steering wheel**
 - Left pad controls instrument panel screen
 - Right pad controls center stack screen
 - Control pads are familiar and intuitive, provide simple menu navigation and selection

(1) Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it's safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

(2) The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

Taurus

Comfort/Convenience

Signature Technologies cont'd

SYNC with MyFord — Key Features cont'd

- **SYNC features include:**
 - 911 Assist that will assist occupants by placing a 911 emergency call in certain vehicle crashes by using a properly paired phone inside the vehicle⁽¹⁾
 - Vehicle Health Report (VHR) that helps owners monitor the operating condition of their vehicles and allows them to produce an easy-to-understand report accessible on support.ford.com
 - Advanced calling features such as caller ID, call waiting, conference calling and more
 - Audible text messages
 - Automatic phone book transfer
 - Instant voice recognition
 - Multilingual voice recognition (English, French, Spanish)
 - Ringtone support
 - Uninterrupted connections that allow going directly from mobile phone to the hands-free phone in the vehicle during the call
 - Voice-activated control of a variety of media players
 - Voice-activated hands-free calling
- **Media hub that includes:**
 - One audio input jack
 - One USB port
- For a \$60 annual upgrade fee, customers can upgrade their SYNC subscription to include all the features of SYNC Services, such as Traffic, Directions and Information, Send to SYNC and 1 year or 20 sessions of Operator Assist
 - You or your customer can log on to support.ford.com and follow the prompts

SYNC with MyFord Touch — Key Features

Provides all of the features of the SYNC with MyFord system, plus:

- Two driver-configurable 4.2" color LCD screens, one on each side of the analog speedometer in the instrument cluster
- Voice command microphone flush-mounted in headliner to help provide clear voice recognition of 10,000 spoken commands⁽²⁾
- **A MyFord Touch 8" LCD color touch-screen in the center stack**
 - Includes color-coded corners to display audio/media, SYNC Services/navigation functions (if equipped), mobile phone and climate control functions
- **5-way control pads on the steering wheel**
 - Left pad controls the left instrument cluster screen
 - Right pad controls the right instrument cluster screen
 - Control pads are familiar and intuitive, provide simple menu navigation and selection
- **Media hub that includes:**
 - Audio/video jacks
 - SD card reader
 - 2 USB ports
- **Wi-Fi[®] capability⁽³⁾**
 - SYNC with MyFord Touch includes Wi-Fi capability
 - Can turn a smartphone into a wireless router so occupants can browse the Internet right inside the car⁽²⁾
- 3-year complimentary SYNC Services subscription included

MAKE THE POINT: support.ford.com

Before your customer leaves the dealership, help them set up their owner account at support.ford.com. This will help ensure their satisfaction with SYNC, their new vehicle, you and your dealership. [Support.ford.com](http://support.ford.com) is the one-stop site for owner information and support, updates and customizations, compatibility information for mobile phones and media players, and easy-to-use videos to help your customer become familiar with all that SYNC can do.

(1) The vehicle's electrical system (including the battery), the wireless service provider's signal and a connected mobile phone must all be available and operating for 911 Assist to function properly. These systems may become damaged in a crash. The paired mobile phone must be connected to SYNC, and the 911 Assist feature enabled, in order for 911 to be dialed. When the feature is ON, 911 Assist uses your paired and connected mobile phone to assist occupants to contact emergency services by dialing 911 if your airbag deploys or, on certain vehicles, if the emergency fuel pump shutoff is activated.

(2) Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it's safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

(3) Wi-Fi[®] is a registered trademark of the Wi-Fi Alliance.[®] Requires in-vehicle USB mobile broadband connection, PAN-supported mobile device or proximity to an outside wireless hotspot.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Signature Technologies cont'd

SYNC Services

- SYNC Services builds on the capabilities of SYNC and upgrades this technology to include features like:
 - Traffic, Directions and Information Services that will provide simple voice command access to traffic reports, turn-by-turn driving directions,⁽¹⁾ business listings, sports scores, weather forecasts, horoscopes and news. Also includes SYNC Destinations app and Send to SYNC functionality that allows the customer to download directions from MapQuest[®](2) to their phone and then have the directions accessed by SYNC once in their vehicle
 - Operator Assist is available during business or directions searches, and offers users another hands-free convenience to remain connected
 - During a business or directions search from the automated system, the Operator Assist feature will put the user in touch with a live operator
 - The feature engages in two ways:
 - After three failed attempts to locate what the user is requesting
 - By saying “Operator” at any time during the search
 - Once connected an operator will assist in locating the requested information
 - After the location is found, the operator returns the call back to the automated system
 - The user will then be presented with options to connect to the business, receive a text message with the listing information or receive directions
 - SYNC with MyFord Touch users with SYNC Services included will receive 3 years or 60 sessions of Operator Assist
 - SYNC with MyFord users can subscribe to SYNC Services and will receive 1 year or 20 sessions included with their subscription
 - Customers can monitor their remaining sessions and purchase more sessions by logging on to **support.ford.com**
 - For more information, log on to **support.ford.com**
- SYNC Services comes standard with MyFord Touch and is available as part of a subscription with the SYNC with MyFord system
 - For a \$60 annual upgrade fee, customers can upgrade their SYNC subscription to include all the features of SYNC Services, such as Traffic, Directions and Information, Send to SYNC and Operator Assist
 - You or your customer can log on to **support.ford.com** and follow the prompts

(1) SYNC Services varies by trim level and model and may require a subscription. Traffic alerts and turn-by-turn directions available in select markets. Message and data rates may apply.
 (2) MapQuest is a registered trademark of AOL, Inc.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

SYNC “Push-to-Talk” Button

- Located on the lower right portion of the steering wheel
- Pushing the “push-to-talk” switch activates the voice recognition mode of SYNC

SYNC Microphone

- SYNC microphone flush-mounted in headliner, close to the driver, is designed to better recognize voice commands
- Microphone not located in electrochromic mirror
- Allows customers to have SYNC without the need for the electrochromic mirror

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

MyFord Touch Dual Instrument Cluster LCD Screens

- Left and right 4.2" color screens are controlled by the 5-way control pads on the steering wheel
- Left LCD screen includes vehicle-based information:
 - Fuel economy
 - Mechanical status of vehicle and systems information
 - Safety feature status
- Right LCD screen includes:
 - Entertainment
 - Climate
 - Phone
 - SYNC Traffic, Directions and Information system menus or Navigation System menus, if equipped
- Standard with MyFord Touch

MyFord Touch 8" Center Stack LCD Screen Four Color-coded Corners

- Located in the 4 corners of all screens
- Provide instant access to phone, navigation, audio and climate control status and functionality
- Organize the 4 primary functional areas of MyFord Touch into each corner
- Top-left corner is yellow and provides access to mobile phone functions
- Top-right corner is green and provides access to SYNC functions or the available Navigation System functions
- Bottom-left corner is red and provides access to audio, entertainment and media functions
- Bottom-right corner is blue and provides access to climate-control functions
- Buttons are located on each home screen for instant access to status and functionality

2014

Taurus

Comfort/Convenience

Signature Technologies cont'd

MyFord Touch Improvements

SYNC with MyFord Touch improvements were made for the 2013 model year. These improvements include the same software updates and touch-screen interface enhancements found on other Ford vehicles to help create an intuitive user interface.⁽¹⁾

Software updates include:

- Quicker voice recognition upon startup and faster command prompt when the voice button is pushed
- Voice commands used in conjunction with navigation are simplified through elimination of the need to provide street direction, e.g., "Main Street" instead of "North Main Street"
- Music requests are simpler by removing the need to include the additional song, album or artist information often found at the end of a name in (parentheses) or [brackets]
- Customers can find their favorite sports team in action via new SiriusXM⁽²⁾ Game Finder simply by saying a command such as "Tune to Detroit Lions game"
- Noise and echo cancellation during phone calls has been improved to enhance call quality
- Automatic Bluetooth^{®(3)} connection upon vehicle entry has been improved
- Improved voice recognition for music search, allowing drivers to pinpoint artists with hard-to-pronounce names or nicknames
- Tablet device compatibility. Music and other media content from most popular tablet computers like the Apple iPad^{®(4)} can now be accessed through a simple USB connection
- **Audible.com** audiobook support. Listen to **Audible.com** content using voice commands or the easy-to-use touch-screen controls

Along with software updates, touch-screen interface enhancements include the following simplified screen graphics:

Home Screen

- One home screen with simplified "four corners" status bars helps improve readability and utility
- Large, prominent clock
- Larger font, and high-priority items are larger
- Touch areas look more like actual buttons for intuitive use



Phone Screen

- Larger font and "Back" button for easier visibility
- Information formatted to fit within one screen
- Phone options activate only when a call is connected for even better connectivity



(1) Driving while distracted can result in loss of vehicle control. Only use SYNC/MyFord Touch/other devices, even with voice commands, when it is safe to do so. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

(2) **Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement; see www.siriusxm.com.** Sirius U.S. Satellite Service available in the 48 contiguous United States, D.C., and Puerto Rico. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

(3) The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

(4) iPad is a registered trademark of Apple Inc. All rights reserved.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Signature Technologies cont'd

MyFord Touch Improvements cont'd

Entertainment Screen

- Media controls located to right side of screen allow customers to change audio input between CD/Radio/USB
- Radio band information clearly separated for easier selection
- Screen displays are cleaner, clearer and easier to navigate



Navigation Screen (if equipped)

- Cleaner design helps customers access important information quickly
- Single screen combines "Turn" icon with "Next Street" and "Next Turn" information
- Map mode illuminated toggle provides 3 choices: North Up, Heading Up or 3D for a more customized view
- Simplified and improved navigation buttons allow for easier use



Climate Screen

- Touch areas redesigned to resemble buttons for more intuitive control
- Driver and passenger climate controls are separated and logically placed on the screen



MAKE THE POINT: Auto Activation

Activating a SYNC Owner Account enables customers to take advantage of features such as Vehicle Health Report (VHR) and SYNC Services. With Auto Activation, you can create a SYNC Owner Account on Smart VINCENT for your customers at delivery and assist with pairing their phone. Customers can then visit support.ford.com to change the temporary password and personalize their account by setting up favorites for sports, weather, news, horoscopes and stock quotes.

2014

Taurus

Comfort/Convenience

Signature Technologies cont'd

For a quick breakdown of features within MyFord, SYNC with MyFord and SYNC with MyFord Touch, please see the reference guide below.

FEATURE	MyFord	SYNC with MyFord	SYNC with MyFord Touch
4.2" color LCD screen in center stack	■	■	—
4.2" color LCD screen (1) in instrument cluster	■	■	—
4.2" color LCD screens (2), left/right in instrument cluster	—	—	■
8" color LCD touch-screen in center stack	—	—	■
5-way control pads on steering wheel	■	■	■
Audio input jack	■	—	—
Media hub – 1 audio input jack, 1 USB port	—	■	—
Media hub – 2 USB ports, SD card reader, audio/video jacks	—	—	■
911 Assist	—	■	■
Wi-Fi® capability	—	—	■
Recognized voice commands	—	100	10,000
Voice control of: – Communications – Entertainment – HVAC	—	■ ■ —	■ ■ ■
Vehicle Health Report (VHR)	—	■	■
SYNC Services Traffic, Directions and Information – Turn-by-turn directions – Business search – MapQuest® – News, sports reports, weather Operator Assist	—	Available ⁽¹⁾	Standard ⁽²⁾

(1) Requires customer purchase of an annual SYNC Services subscription at \$60/year.

(2) Includes 3-year complimentary subscription to SYNC Services.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Driver-focused Technology

Intelligent Access with Push-button Start

- Allows customers to enter the vehicle with one touch and then start the vehicle without ever getting the key fob out of their pocket
 - System senses when the Intelligent Access Key fob is in range of the door and allows access to the vehicle when either front door handle is grabbed
 - Trunk can be opened — without using the key — by depressing the switch located above the license plate when the Intelligent Access Key fob is in range
 - Once the Intelligent Access Key fob is sensed, the vehicle can be started
- Smart unlock feature is intended to prevent the Intelligent Access Key fob from being locked inside the vehicle
- Key fob includes a removable mechanical key, allowing access to vehicle if the key fob battery is dead
- Includes Remote Start System

Starting the vehicle

- Once the Intelligent Access Key fob is sensed, the vehicle can be started by depressing the brake pedal and pressing the Engine START/STOP button on the instrument panel
- If there is signal interference or a low battery condition, place the Intelligent Access Key fob into the backup key slot located in the center floor console and the vehicle can be started



NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.

MAKE THE POINT: Remote Start System Range

When discussing the Remote Start System with the customer, be sure to explain there are many factors that influence performance and range. Some examples include: structures around where the vehicle is parked, extreme weather conditions, vehicles parked nearby, or even the house or building the customer is in when using their Remote Start System.

Remote Start System

- Provides the added convenience of starting the vehicle from a distance of up to 325 feet; actual range may vary
- Remote Start button is incorporated into the Remote Keyless Entry device specific to the vehicle
- Remote Start function also provides a number of driver-selectable comfort and convenience features that can be accessed through the vehicle message center. Available features and settings vary by vehicle and may include:

– Engine can be programmed to run for 5-, 10- or 15-minute intervals	
– Heater/AC	Auto/Last Setting
– Front defroster	Auto/Off
– Rear defroster	Auto/Off
– Driver seat heat	Auto/Off (If equipped)
– Passenger seat heat	Auto/Off (If equipped)

Automatic High-beam Headlamps

- Automatically activate to provide maximum illumination on dark roads
- Use advanced image-based technology and a camera behind the interior rearview mirror to scan the road ahead — up to 2500 ft. in front of the vehicle — and determine if oncoming light sources are automotive-based
- High beams are activated if there are no detected automotive light sources
- Low beams are activated if oncoming automotive headlamps or trailing taillamps are detected
- System is designed to function in varying weather conditions such as fog or rain and will not activate the high beams if there is enough ambient lighting (street light, for example)
- Automatic high-beam headlamps system is activated via the message center and headlamp switch on the instrument panel

High-intensity Discharge (HID) Headlamps

- Emit approximately 2.5 times as much light as conventional halogen bulbs
- HID lighting systems use a special quartz bulb with no filament that generates an intense, bluish-white light
- Typically last up to three times longer than halogen headlamps (3,000 hours versus 1,000 hours of continuous operation, which is equivalent to 5 to 10 years of normal driving)

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

Taurus

Comfort/Convenience

Exterior

SecuriCode Invisible Keypad

- Automotive industry-exclusive feature
- Located on the driver's-door B-pillar
- A light touch or tap of the keypad area illuminates the keypad backlight for ready use
- Smooth button interface and backlighting feature make the keypad "invisible" when not in use
- A bright red LED behind each key illuminates when it registers a key press to help prevent the keys from inadvertently being pressed twice or too quickly
- Unlocks the driver's door and/or all four doors and opens the trunk without a key by using a programmable 5-digit code
- Pressing and holding the 7/8 and 9/0 buttons at the same time — **for 2 seconds** — locks the vehicle
- Owner can program up to three individual 5-digit codes
- Can also be programmed for memory settings of power seats, mirrors and adjustable pedals (if equipped)



Heated Power Mirrors with Security Approach Lamps

- Automatically activated with the rear window defroster to help remove moisture
- Security approach lamps illuminate the ground, helping to avoid puddles and other hazards when approaching/entering the vehicle
- Can be adjusted from the inside of the vehicle with the touch of a button

Electrochromic Auto-dimming Driver-side Mirror

- Automatically darkens the driver-side exterior mirror when an approaching vehicle's headlamps shine on the mirror
- Helps to reduce the glare of headlamps reflecting into the driver's eyes

Easy Fuel Capless Fuel Filler

- Fuel fill-ups are easier and quicker since there is no need for a fuel filler cap

NOTE: See the Glossary and Technology section in the Source Book Appendices or on **eSourceBook** for more information.



NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Interior

Ample Storage

- Front center console with storage for coins and CDs
- Door pockets on each door large enough to hold a collapsible umbrella or maps
- Map pockets on the backs of the front seats for extra storage and convenience
- Locking glove compartment with a dampened door for smooth operation
- Overhead console with storage for sunglasses
- 20.1 cu. ft. of luggage capacity in the trunk

Climate Control

- Single-zone system features multiple instrument panel vents positioned to efficiently circulate air throughout the passenger cabin helping to eliminate hot or cold spots
- Includes auxiliary fan speed and temperature controls for rear passenger area

Dual-zone Electronic Automatic Temperature Control (DEATC)

- A set-and-forget feature
- System automatically maintains the preset temperature settings
- Measures interior and exterior temperatures and automatically adjust performance (temperature and blower speed) to maintain preset climate control system settings
- Allows the driver and front passenger to adjust individual temperature settings for personal preferences in a range between 60 degrees and 85 degrees Fahrenheit
- Can also be controlled with the 8" center-stack screen or voice commands

Variable Displacement Compressor

- The climate control system features a variable displacement air conditioning compressor
- Compressor varies output and performance based on operating conditions by operating an internal or external bypass valve rather than constantly cycling on/off, offering these advantages:
 - No shudder or noise from compressor cycling on/off trying to maintain temperature setting
 - Higher volumetric efficiency
 - Less parasitic engine power loss, helps improve fuel efficiency
 - Cabin Preconditioning System on models with Remote Start

Cabin Air Filter

- Located behind the glove compartment and should be inspected and/or replaced at regular intervals
- The purpose of the cabin particulate filter is to remove contaminants, including the microscopic dust particles, pollen and molds to which the vehicle occupants might be allergic, from the outside air prior to entering the heating/ventilation air conditioning (HVAC) system and the passenger cabin

Rear-window Power Sunshade

- Sunshade rises from beneath the rear package tray trim to provide 85% coverage of the rear window
- Helps shade rear-seat passengers from the sun's glare and helps keep the vehicle's interior cool by preventing direct sunlight and damaging ultraviolet rays from entering the interior
- Located at the bottom of the rear window
- Operated with one-touch-up/-down switch
- Sunshade automatically retracts when vehicle is placed in Reverse

Power-adjustable Pedals

- Can be moved from the standard position to approximately 3 inches closer to the driver
- Includes memory feature on specific models

2014

Taurus

Comfort/Convenience

Interior cont'd

Tilt/Telescoping Steering Column

- Manual tilt adjustment enables the steering column to be moved up and down, improving driver comfort
- Manual telescopic adjustment provides additional flexibility by allowing a fore-and-aft adjustment of the steering column
- Power tilt/telescoping steering column is standard on specific models

Heated Steering Wheel

- Warms the steering wheel from -4°F to 74°F in 5 minutes after activation
- Wheel temperature will be maintained at approximately 90°F
- Independent of heated seats and climate-control operation
- Heating element placed between leather covering and foam core to help provide maximum heat without adversely affecting steering wheel feel
- For steering wheels with wood trim, such as the Limited model, the heating feature will not heat the wheel between the 10 and 2 o'clock positions
- To access, press the Climate corner of the touch-screen. Press to turn on and off

Remote Keyless Entry System with Integrated Keyhead Transmitter

- Replaces the standard key and separate Remote Keyless Entry fob combination with a single integrated keyhead transmitter
- System operates all door locks and trunk and includes a panic button

Universal Garage Door Opener

- Operates up to three functions such as opening a security gate or garage door or turning on house lights
- Located on the driver's sun visor

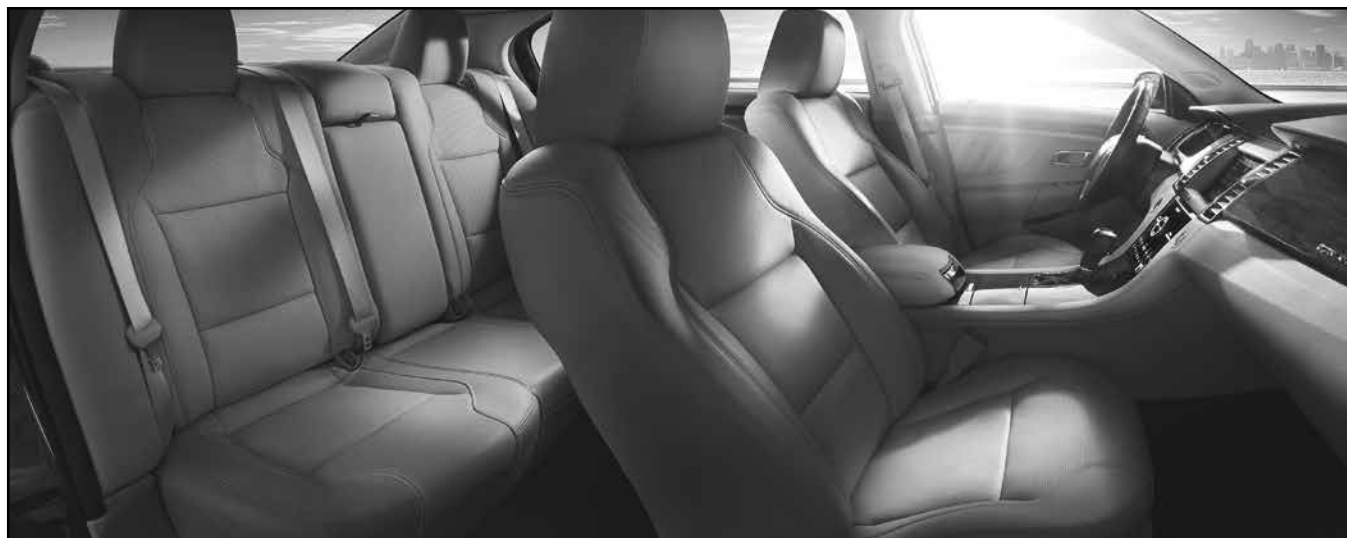
ENGINEERING INSIGHT

Integrated Keyhead Transmitter

The integrated keyhead transmitter is designed so customers won't accidentally open the trunk or activate the panic alarm while inserting or removing the key from the ignition or their pocket. To avoid any confusion or unnecessary repair visits, review these features with your customers:

- Lock/unlock functions work the same as traditional Ford key fobs
- To activate the panic alarm, press and hold the button for 1.5 seconds or longer
- To use the "car finder" feature, push the Lock button twice in 3 seconds
- Horn will chirp and the vehicle turn signals will flash once

NOTE: For more details on the recommended handling of the integrated keyhead transmitter, refer to the vehicle owner guide.



NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Seating

Key Features

- Driver 6-way power with manual lumbar and recline, standard on SE and SEL
- Driver 10-way power with power lumbar, recline and memory, standard on Limited and SHO
- Front-passenger 6-way power with manual lumbar and recline, standard on SE and SEL
- Front-passenger 10-way power with power lumbar and recline, standard on Limited and SHO
- Front 4-way adjustable head restraints, standard on all models
- Heated and cooled front seats, standard on Limited and SHO
- Rear 60/40 split-fold-down seat backs, standard on all models
- Rear fixed outboard head restraints with center adjustable head restraint, standard on all models

Heated and Cooled Front Seats

- Offer 3 levels of warm and cool comfort
- Controlled with the 8" center-stack screen heated and cooled seat icons



Multicontour Front Seats with Active Motion

- Help reduce driver and front-passenger fatigue in the upper legs and lower back
- Driver and front-passenger seat backs include adjustable air chambers in the lumbar and shoulder areas for a personally contoured seating position and lumbar support
- Lumbar air chambers provide a subtle rolling pattern for additional comfort
- Central chamber can be filled alternately with high and low pressure over a 5-minute cycle
- The patented Active Motion function is a slight continuous movement in the seat cushion, which helps reduce potential back pain by provoking a change in the muscular activation of the pelvic area
- The system will turn off after 20 minutes

Heated Rear Seats

- Two settings of warmth for increased rear outboard passenger comfort
- Switches are located on the back of the front center console
- Outboard seating positions only

60/40 Split-fold-down Rear Seat Backs

- Adds additional cargo-carrying flexibility
- Allows longer items to be carried inside the vehicle when seat backs are folded flat



2014

Taurus

Comfort/Convenience

Audio/Entertainment

Single-CD/MP3

- 80 watts of power
- 6 speakers
- MP3 capability
- Audio input jack
- **Speed-Compensated Volume (SCV)**
 - Compensates for changing ambient noise levels by adjusting the volume of the radio according to the vehicle's speed signal
 - Allows a choice of 7 volume adjustment levels and is adjustable through the menu
- **Compression** allows the audio dynamic range to be compressed so quieter music is boosted and louder music is lowered to compensate for ambient noise level when enabled during CD mode
- **Folder/track mode** allows the audio system to play and seek through disc tracks with or without folder option (available with MP3 discs only)
- **Repeat**, when enabled in CD mode, continuously plays the selected track until deactivated
- **Shuffle** plays CD tracks in random order



Audio System from Sony®(1) Single-CD/MP3

- 390 watts of power
- 12 speakers, including 2 subwoofers, in 10 locations
 - A woofer/tweeter coaxial speaker is located in each rear door
- 5.1 Sony® matrix surround sound
- Multichannel amplifier
- **Occupancy setting** allows one of three vehicle acoustic settings to be chosen



For More Audio Information

- Audio availability: See the latest Dealer Ordering Guide
- Operating information: See the vehicle owner guide

(1) Sony® is a trademark of Sony® Corporation.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Audio/Entertainment cont'd

HD Radio™

What It Is

- HD Radio⁽¹⁾ Technology is local AM and FM stations, now broadcasting in digital
- HD Radio offers new, additional local FM channels, crystal-clear sound, more music, news and sports — all subscription-free
- Nearly 2,000 AM and FM stations across the nation currently broadcast with HD Radio Technology
- Visit www.hdradio.com to learn more

What It Is Not

- HD Radio is not satellite or “high-definition” radio
- HD Radio signals are local programming and have signal strength limitations

How It Works

- HD Radio Technology products work the same way as conventional radio, with a signal broadcast by a station and received by consumers in a specific area
- However, instead of sending one analog signal, HD Radio stations send a bundled signal made up of both analog and digital signals
- The digital signal is compressed, and when received by an HD Radio receiver, the signal is decoded into as many as three separate channels, each with unique programming, including additional or alternative format music, news, traffic and sports
- Because the signal is digital, sound quality is significantly superior to traditional radio, virtually eliminating buzzing, static and popping

Key Benefits

- Customers will enjoy an enhanced audio experience
- Some HD Radio attributes include:
 - iTunes^{®(2)} tagging capability
 - Crystal-clear static-free reception
 - FM broadcast with CD-like quality
 - AM broadcast quality approaching current FM broadcast quality
 - HD2/HD3 channels featuring innovative content/alternative station programming
 - Data displayed on-screen such as song, artist, breaking news, weather alerts, sports scores and much more
- No subscription or additional cost required

iTunes Tagging

- iTunes tagging capability is included with HD Radio functionality on the Audio System from Sony[®]
- Pushing the TAG button on the MyFord Touch 8" LCD screen while listening to HD Radio allows customers to store song information in the radio memory
- Up to 100 songs can be tagged and stored
- When customers connect their iPod^{®(2)} to the vehicle, the tagged music information automatically transfers to the iPod
- iPod stores the tagged music in a playlist until the customers sync their iPod to iTunes
- Tagged playlist allows customers to preview and, if desired, purchase the music from iTunes

SiriusXM Satellite Radio

- Preactivated at the factory
- Includes 6 months of SiriusXM service subject to geographic location⁽³⁾
- SiriusXM is accessed using existing radio head controls:
 - Press the **SIRIUS** button to enter satellite radio mode
 - Press the **Seek/Scan** buttons to change channels
- Key SiriusXM benefits:
 - Offers the best music, talk, news, sports and information channels
 - 100% commercial-free music
 - Song/Artist Alert features an alert when a particular song or artist is playing on another channel
 - Seamless coverage anywhere in the 48 contiguous United States and Washington, D.C.
- More information is available online at siriusxm.com or toll-free at (866) 635-2349

(1) HD Radio is a proprietary trademark of iBiquity Digital Corp.

(2) iTunes and iPod are registered trademarks of Apple Inc. All rights reserved.

(3) **Subscriptions to all SiriusXM services are sold by SiriusXM after 6-month trial expires. Subscriptions are governed by SiriusXM Customer Agreement; see www.siriusxm.com.** Sirius U.S. Satellite Service available in the 48 contiguous United States, D.C. and Puerto Rico. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Navigation

Voice-activated Navigation System with SiriusXM Traffic and SiriusXM Travel Link Services

- **SD card** in audio media hub stores map and points of interest
- **Voice activation** recognizes certain voice commands to operate the system hands-free
- **MyFord Touch 8" color LCD touch-screen** in the center stack operates navigation and audio functions
- Traffic and weather information, fuel pricing, sports updates and movie listings provided by SiriusXM Travel Link
- **Bird's-eye map** provides a "3D" view of route, landmarks and Points of Interest (POI)
- **Destination selection** search methods include:
 - Street address
 - Points of Interest (POI) including retail
 - Freeway entrance/exit search
 - Previous destination
- **Route Guidance** with turn-by-turn voice directions, including:
 - Street name announcements
 - Freeway exit, turn and ramp transition lane guidance
 - Speed limit display on freeways
- Supports North American English, Canadian French and Mexican Spanish
- **Help menu** for basic operation and driving restrictions
- **Automatic rerouting** recalculates a new route if a turn is missed
- **Emergency** button provides nearest emergency facility to choose as a destination (hospital or police)
- **Valet Lockout Mode** disables operation of the navigation and audio systems
- **Address book** saves the most frequently used destinations for quick and easy routing

SiriusXM Traffic and SiriusXM Travel Link Services

- 6-month complimentary subscription subject to geographic location and availability included with Navigation System⁽¹⁾
- **Traffic info**
 - Provides incident, speed and flow information for 80 major cities in the continental U.S.
 - Updates every 2.5 minutes
 - View graphical overlay of incidents
 - Route recalculation based on traffic data
- **Weather info**
 - Provides current weather and 5-day forecast reports that are updated every 5 minutes
 - Current conditions update every 30 minutes
 - Region of interest can be defined by customer
- **Fuel pricing** for over 120,000 gas stations
 - Search for pricing en route or based on current location
 - Displays pricing for regular, midgrade and premium, when available
- **Sports updates**
 - Score summaries and schedules for major sports
 - Updates every 5 minutes
 - Customer can personalize for favorite teams
- **Movie listings** for over 4,500 theaters, including times, movie summaries and directions to the theater
- More information is available online at siriusxm.com or toll-free at (866) 635-2349

Package

Driver Assist Package

- Active park assist
- Adaptive cruise control and collision warning with brake support
- Lane-Keeping System

⁽¹⁾ *SiriusXM Satellite Radio, Traffic and Travel Link subscriptions sold separately or as a package after trial expires. SiriusXM Traffic and Travel Link service available in select markets. Subscriptions are governed by SiriusXM Customer Agreement; see www.siriusxm.com. Sirius U.S. Satellite Service available in the 48 contiguous United States, D.C. and Puerto Rico. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc.*

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Key Messages

- Taurus continues its legacy as a quiet, premium ride by adding insulation in key areas, such as behind the instrument panel, within the body structure and around the wheel wells, to help minimize noise penetration into the cabin
- Hydraulic engine mounts and engine mounting bolts help reduce vibration
- 5-year/60,000-mile Powertrain Limited Warranty and 24-hour Roadside Assistance

Quality

Quiet and Plush

- Increasing use of information and communication technologies like SYNC is driving the demand for quieter vehicles
- Because of this, Ford engineers used the latest in noise technology to identify and then eliminate sources of road, wind and structure-borne noise inside the cabin

Low NVH (Noise, Vibration and Harshness)

- Quasi-dual exhaust with 3.5L Ti-VCT FFV V6 engine for improved sound
- Variable displacement air conditioning compressor provides quiet operation
- Insulator added behind the instrument panel to help minimize powertrain noise
- Baffles added to body structure for sound deadening
- Front wheel well liners added to minimize intrusive road noise
- Shock towers wrapped in sound-absorbing material
- Internal engine revisions to help reduce timing chain “whine”
- Hydraulic engine mounts help reduce engine vibration
- Engine mounting bolts secure both the engine and transmission to the body

Reliability

Easy Maintenance

- Spark plugs rated for 100,000 miles⁽¹⁾
- Self-adjusting accessory drive belt is rated for 150,000 miles⁽¹⁾
- Sealing systems and gaskets rated for up to 15 years of service⁽¹⁾

Intelligent Oil-Life Monitor

- An advanced system that calculates the oil change service interval based on actual vehicle use and operating conditions – up to 1 year or 10,000 miles
- Conditions that could accelerate an oil change interval include towing, short-distance driving and driving in extreme temperatures
- When ENGINE OIL CHANGE DUE or OIL CHANGE REQUIRED appears in the message center display, it's time for an oil change
- The oil change must be done within two weeks or 500 miles of the ENGINE OIL CHANGE DUE or OIL CHANGE REQUIRED message appearing
- The Intelligent Oil-Life Monitor must be reset after each oil change

Durability

EcoBoost Durability Testing

- Extensive durability tests ensure the EcoBoost engines can excel in all conditions. Start-up tests, with a wide variety of fuels, were made in conditions ranging from minus 40 to 110 degrees Fahrenheit
- Peak power testing for hundreds of hours to ensure durability and reliability goals

⁽¹⁾ Under normal driving conditions.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

Taurus

Quality/Reliability/Durability

Warranties

New Vehicle Limited Warranties

- 3-year/36,000-mile Bumper-to-Bumper; no deductible
- 5-year/60,000-mile Powertrain Limited Warranty
- 5-year/unlimited-mileage Corrosion Perforation
- 5-year/60,000-mile Safety Restraint Warranty
- Refer to the vehicle Warranty Guide for details about what is covered and limitations of the New Vehicle Limited Warranty

Powertrain Limited Warranty

- Powertrain Limited Warranty for Ford vehicles is 5 years or 60,000 miles, whichever comes first
- That's an additional 2 years/24,000 miles of coverage beyond the Bumper-to-Bumper coverage for components such as the engine, transmission and front- or rear-wheel-drive parts

NOTE: See www.motorcraftservice.com for a link to a printable PDF of the Warranty Guide.

24-hour Roadside Assistance

- Toll-free number (1-800-241-3673) operational 24 hours a day, every day
- Some of the services that customers can request include flat tire change, towing to the nearest Ford dealership, fuel delivery, jump starts and lock-out assistance

NOTE: See www.motorcraftservice.com for a link to a printable PDF of the Warranty Guide.



NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Key Messages

- Taurus can set the standard for the full-size car segment
- Heroic front grille is bold and in harmony with the global face of Ford
- Light-emitting diode (LED) tail rope lighting gives Taurus a modern look
- Stylish aluminum wheels offered in 17", 18", 19" and 20"
- Modern instrument panel finishes, flowing center console and angled dash create a cockpit-like environment
- SHO epitomizes sophisticated power with its unique, performance-inspired design

Exterior

Up Front

- Aggressive and assertive power dome hood cascades down to draw the eye right to the stylish grille
- The grille gives Taurus a bold look, following a strict design philosophy in harmony with the global DNA of the brand

Along the Side

- 17" to 20" aluminum wheel designs help give Taurus a wide, more substantial presence on the road

At the Rear

- Fully illuminated rear taillamps, including the decklid, with 100% light-emitting diode (LED) tail rope lighting give off a sophisticated appearance day or night
- Bright dual exhaust tips give Taurus the street reputation it rightfully deserves
 - Bright dual exit exhaust tips on models equipped with the 2.0L EcoBoost I-4 engine provide an upscale appearance

Exterior Colors

- New Dark Side Metallic
- New Sunset Metallic
- Deep Impact Blue Metallic
- Ingot Silver Metallic
- Kodiak Brown Metallic
- Oxford White
- Ruby Red Metallic tinted clearcoat⁽¹⁾
- Sterling Gray Metallic
- Tuxedo Black Metallic
- White Platinum Metallic tri-coat⁽¹⁾

Interior

Key Features

- Sweeping center console with refined appointments flows into the instrument panel
- Angled dash loaded with new technology
- Available entertainment, navigation, phone and more, displayed smartly on the 8" touch-screen
- Seamless passenger airbag compartment
- Instrument panel features a double-brow design
- Instrument cluster features Ice Blue backlighting with a single center gauge with white graphics
- Quiet interior cabin

Ambient Lighting

- Light-emitting diode (LED) lights illuminate:
 - Front and rear footwells
 - Cupholders
 - Front door panels
 - Inside the floor console
- Lighting choices: blue, ice blue, dark blue, orange, purple, red and green
- Color selection and light brightness/intensity can be adjusted with the MyFord Touch 8" center stack touch-screen

(1) Extra-cost option.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

2014

Taurus

Design/Styling

Model Differentiation

SE

Exterior

- Door handles — body-color
- Exhaust — quasi-dual with bright tips
- Grille — chrome-painted bars
- Mirror caps — black
- Wheels — 17" Sparkle Silver painted aluminum



Interior

- Seating — cloth in Dune
- Trim — painted

SEL

All SE features, plus:

Exterior

- Badging — "SEL" on rear decklid
- Mirror caps — body-color
- Wheels - 18" Sparkle Silver painted aluminum



Interior

- Pillars — soft-wrapped A-pillars
- Seating — unique cloth in Dune or Charcoal Black
- Shift knob — leather-wrapped with chrome insert
- Steering wheel — leather-wrapped
- Trim — Brown Olive Ash instrument panel with Dune interior

Limited

All SEL features, plus:

Exterior

- Badging — "Limited" on rear decklid
- Front door sill plates — bright metal inserts
- Grille — chrome-painted bars with chrome inserts
- Mirror caps — chrome
- Wheels - 19" premium Luster Nickel painted aluminum



Interior

- Ambient lighting
- Pillars — soft-wrapped A- and B-pillars
- Seating — perforated leather-trimmed in Dune or Charcoal Black
- Steering wheel — leather-wrapped with wood insert
- Trim — woodgrain

SHO

All Limited features, plus:

Exterior

- Branding — "SHO" on rear decklid and front fender vents
- Exhaust — dual with bright tips
- Grille — Piano Black mesh
- Mirror caps — Piano Black
- Parking lamp bezels — Piano Black
- Spoiler — unique rear decklid



Interior

- Door trim inserts — color matched to the seat inserts
- Floor mats — "SHO" branded front
- Pedal covers — aluminum
- Seating — leather-trimmed
 - Charcoal Black with SHO graphics
 - Head restraints and side bolsters with accent stitching
 - Available Mayan Gray Miko® suede inserts for front-row seats
- Steering wheel — top grain leather-wrapped
- Trim — woven aluminum instrument panel finish and unique door and console finish








NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Taurus

Wheels

2014

Taurus

Wheel		SE	SEL	Limited	SHO
17" Sparkle Silver Painted Aluminum		Standard	—	—	—
18" Sparkle Silver Painted Aluminum		—	Standard	—	—
19" Premium Luster Nickel Painted Aluminum		—	—	Standard	—
19" Premium Luster Nickel Painted Aluminum		—	—	—	Standard
20" 10-spoke Painted Low Gloss Ebony Machined Aluminum		—	Available	Available	Available
20" Polished Aluminum		—	—	Available	—
20" Machined and Painted Pocket Aluminum		—	—	—	Included in the SHO Performance Package

— = Not available

NOTE: See the latest Dealer Ordering Guide for wheel availability.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

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esourcebook.dealerconnection.com

RE&T: 2014 Source Book

2014

Taurus

Color and Trim

Color and Trim Availability

Paint Name	Order Code	SE	SEL		Limited		SHO	
		Cloth	Cloth/ Leather-trimmed		Leather-trimmed		Leather-trimmed	
		Dune	Dune	Charcoal Black	Dune	Charcoal Black	Charcoal Black	Charcoal Black/ Mayan Gray
		7D	MD/JD	MW/JW	PD	PW	SW	QM
New Dark Side Metallic	BT	■	■	■	■	■	■	■
New Sunset Metallic	D7	■	■	■	■	■		
Deep Impact Blue Metallic	J4	■	■	■	■	■	■	■
Ingot Silver Metallic	UX	■	■	■	■	■	■	■
Kodiak Brown Metallic	J1	■	■	■	■	■		
Oxford White	YZ	■	■					
Ruby Red Metallic Tinted Clearcoat ⁽¹⁾	RR		■	■	■	■	■	■
Sterling Gray Metallic	UJ	■	■	■	■	■	■	■
Tuxedo Black Metallic	UH	■	■	■	■	■	■	■
White Platinum Metallic Tri-coat ⁽¹⁾	UG		■	■	■	■	■	■

(1) Extra-cost option.

Interior Trim

Model	Style/Material	Interior Description
SE	Cloth	Cloth front bucket seats with accent stitching and 60/40 split-fold-down rear seat backs
SEL	Cloth	Unique cloth front bucket seats with accent stitching and 60/40 split-fold-down rear seat backs
SEL	Leather-trimmed	Leather-trimmed front bucket seats with 60/40 split-fold-down seat backs
Limited	Leather-trimmed	Perforated leather-trimmed front bucket seats with 60/40 split-fold-down rear seat backs
SHO	Leather-trimmed	Charcoal Black leather-trimmed front bucket seats with embroidered SHO logo on front seats with accent stitching and 60/40 split-fold-down rear seat backs
SHO	Leather-trimmed	Charcoal Black leather-trimmed front bucket seats with Mayan Gray Miko® suede inserts with accent stitching and 60/40 split-fold-down rear seat backs

Instrument Cluster

Please refer to the owner guide for instrument cluster information.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

Taurus

Key Product Specifications⁽¹⁾

2014

Taurus

Model	Taurus	SHO
Wheelbase	112.9	112.9
Length	202.9	202.9
Height	60.7	60.7
Width (with/without mirrors)	85.7/76.2	85.7/76.2
Track (Front/Rear)	65.3/65.5	65.3/65.5
Base Curb Weight (approx. lbs.)		
FWD (2.0L EcoBoost I-4)		3964
FWD (3.5L V6)		4054
AWD (3.5L V6)		4249
SHO		4455

Seating	
Capacity	5
Head Room (Front/Rear)	39.0/37.8
Shoulder Room (Front/Rear)	57.9/56.9
Hip Room (Front/Rear)	56.3/55.8
Leg Room (Front/Rear)	41.9/38.1

Passenger/Luggage/Fuel Capacity	
Passenger Volume (cu. ft.)	102.2
Luggage Capacity (cu. ft.)	20.1
Fuel Tank Capacity (gal.)	19.0

Engine			
Layout	Front engine/ Front-wheel drive	Front engine/ Front-wheel drive	Front engine/ All-wheel drive
Type	2.0L EcoBoost I-4	3.5L Ti-VCT FFV V6	3.5L EcoBoost V6
Displacement (liters/cu. in.)	2.0L/122	3.5L/213	3.5L/213
Horsepower (@ rpm)	240 @ 5500 ⁽²⁾	288 @ 6500	365 @ 5500 ⁽²⁾
Torque (lb.-ft. @ rpm)	270 @ 3000 ⁽²⁾	254 @ 4000	350 @ 1500-5000 ⁽²⁾
Compression Ratio	9.3:1	10.3:1	10.0:1
Bore and Stroke	3.4 x 3.2	3.6 x 3.4	3.6 x 3.4
Induction	Turbocharged	Naturally aspirated	Twin turbocharged
Fuel System	Direct-injection	Sequential multiport fuel- injection	Direct- injection
Fuel Requirement (octane)	87 (min.)/ 91+ (rec.)	87 (min.)	87 (min.)/ 91+ (rec.)
Exhaust, stainless steel	Single, dual exit with catalytic converter	Quasi-dual with catalytic converter	Dual with catalytic converters

2013 EPA-estimated Ratings ⁽³⁾	
Fuel Economy (city/hwy. mpg)	22/32 (2.0L FWD) 19/29 (3.5L FWD – Gas) 13/21 (3.5L FWD – E85) 18/26 (3.5L AWD – Gas) 13/19 (3.5L AWD – E85) 17/25 (3.5L EcoBoost AWD)

Transmissions	
Type	6-speed SelectShift Automatic
Final Drive Ratios	3.07:1 (2.0L EcoBoost) 3.16:1 (3.5L FWD SEL 202A/Limited) 3.39:1 (3.5L AWD) 2.77:1 (3.5L FWD SE, SEL 200A/201A and SHO) 3.16:1 (SHO Performance Package)

Gear Ratios							
Gears	1st	2nd	3rd	4th	5th	6th	Rev.
6-Speed SelectShift Automatic	4.48:1	2.87:1	1.84:1	1.41:1	1.00:1	0.74:1	2.88:1

Front Suspension	
Type	Independent MacPherson struts
Springs	Helical coil
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar (dia.)	28 mm (FWD)/29 mm (AWD and SHO) 27 mm (SHO Performance Package)

Rear Suspension	
Type	Independent multilink
Springs	Helical coil
Shock Absorbers	Gas-pressurized hydraulic
Stabilizer Bar (dia.)	21 mm/22 mm (SHO) 22 mm (SHO Performance Package)

Steering	Taurus	SHO
Type	Rack-and-pinion	Rack-and-pinion
Assist	– Electric power- assisted (EPAS) – Pull-drift compensation – Active Nibble Control	– Electric power- assisted (EPAS) sport-tuned – Pull-drift compensation – Active Nibble Control
Overall Ratio	15.0:1	15.0:1
Turning Diameter, Curb-to-Curb (ft.)	39.5	39.4

Brakes	Taurus	SHO
Type	4-wheel disc with Anti-Lock Braking System (ABS), Brake Assist and Electronic Brake Force Distribution (EBD)	4-wheel disc with Anti-Lock Braking System (ABS), Brake Assist and Electronic Brake Force Distribution (EBD)
High-performance Front Brake Pads	Not available	SHO Performance Package

Trailer Towing ⁽⁴⁾	Taurus	SHO
Towing Class	Light Duty Class I	Not recommended
Gross Trailer Weight (lbs.)	1000	
Maximum Tongue Weight (lbs.)	100	
Hitch Design	Load-carrying type	

Flat/Neutral Towing ⁽⁴⁾	
Emergency Towing	It is recommended that Taurus be towed with a front-wheel lift or with flatbed equipment.
Recreational Towing	Also known as four-wheel-down towing, it refers to towing a vehicle with all four of its wheels on the ground — for example, when towing a vehicle behind an RV. Taurus models equipped with a 3.5L V6 engine can be flat-towed. DO NOT flat-tow any Taurus equipped with a 2.0L EcoBoost engine. Taurus models with the 2.0L EcoBoost can be dolly-towed.

- (1) Dimensions are in inches unless otherwise specified.
 (2) Figures achieved using 93-octane premium unleaded gasoline.
 (3) 2014 fuel economy estimates will be made available prior to production release. Stay tuned to eSourceBook for updates.
 (4) See the RV & Trailer Towing Guide, available on eSourceBook as a printable PDF, or the vehicle owner guide for more towing information.

NOTE: For product features, please see the Major Product Summary pages and/or the Dealer Ordering Guide for availability.

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